

LIFE

COMPLETE STORY OF H-BLAST;
CITIES STUDY DISASTER PLANS

THE EIGHT LIVES OF A FAKE PROFESSOR



LIVELY FASHIONS
FOR SUB-TEENS

20 CENTS

APRIL 12, 1954

Designed by Raymond Loewy... acclaimed by style authorities!



GET AHEAD OF THE PARADE... GET MORE WHEN YOU TRADE

The thrifty '54 Studebakers are the best built automobiles in America

STUDEBAKER AGAIN is leading the way to sweeping changes for the better in automobile styling.

Several expensive cars are now attempting to meet the challenge of Studebaker's far-advanced Raymond Loewy design.

But you don't have to pay big money for an out-ahead Studebaker. You can get a superbly solid and sound new Studebaker Champion in the lowest price field. And a brilliantly powered Studebaker Commander V-8 costs you only a little more.

Better still, you'll cut your driving costs way down. Thanks to the painstaking care of Studebaker father-and-son teams and their fellow craftsmen, the new Studebaker is the best built car in America.

You get sensational gasoline economy, too. There is no gas-eating excess weight—no power-wasting extra bulk—in Studebaker's truly modern design.

Don't settle for old-fashioned motoring. Get ahead of the parade. Get more when you trade. Go to a Studebaker dealer. Try out 1954's biggest-value car.



Save money every mile you drive with an out-ahead Studebaker!



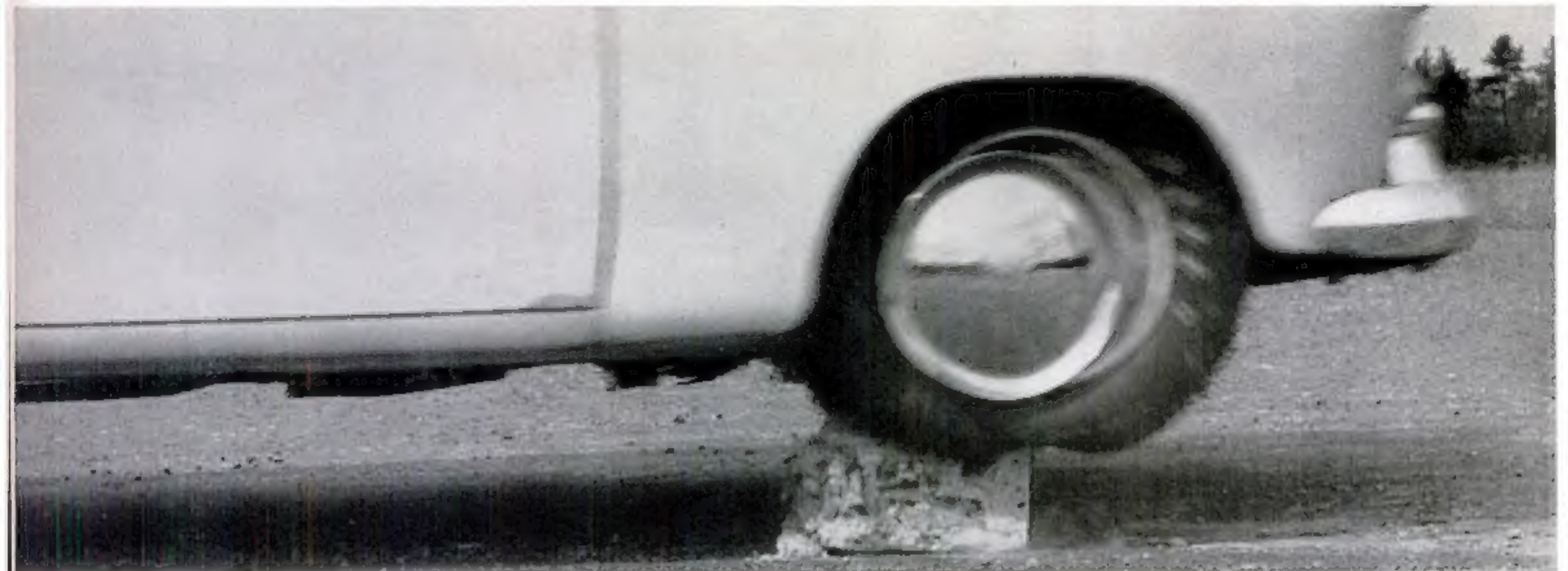
World's most beautiful station wagon!

White sidewall tires and chrome wheel discs optional in all models at extra cost.

189 brutal tests prove

LEE TIRES

safer, more durable



1. Wham! Into a Concrete Block. This Lee-equipped test car went crashing 49 times into a concrete block, 75 times into a 14-inch-deep chuck hole, 16 times over a railroad tie—140 of the 189 torture tests the Lee Super Deluxe Tire withstood without damage.



2. Over a Railroad Tie. Full speed into this tie 16 times and still the Lee tire is as good as new, even though by now the steel rim of the wheel is badly dented. How would you like to have tires as rugged as that on your car? You can . . . at no extra cost.



3. Let's See What Happened. Test drivers and laboratory technicians of Motor Vehicle Research inspected the tires after the tests. There were no cuts, bruises or breaks on any tire—either inside or out.

LEE TIRES WIN COVETED "CERTIFIED TEST AWARD" FROM MOTOR VEHICLE RESEARCH, INC.

Proof They Can Take a Beating. Test drivers at famous Motor Vehicle Research, Inc., Epping, N. H., did everything they could to ruin a set of Lee Super DeLuxe Tires. They were not able to. As a result, these tires won the coveted "Certified Test Award" for ability to take a beating.

Greater Safety, Longer Mileage for You. Think what it means in terms of greater safety and longer mileage to have tires as rugged as these on your car. You can drive with peace of mind, know that your tires are built to take terrific punishment from any road hazards you may encounter.

Doubly Guaranteed. Because we have *proved* that they can take a beating, Lee Super DeLuxe Tires are backed by a double guarantee *in writing*. They are guar-

anteed for life as to materials and workmanship—and further guaranteed for 15 months against all road-hazard damage, including cuts, bruises, impact breaks, blowouts.

19,000 Lee Dealers from coast to coast make it easy for you to get these "Certified Test Award" tires. Since they cost nothing extra, why be satisfied with less? Better trade now, better buy Lee.



At No Extra Cost you can have tires as rugged as these on your car. And because they are built to take a beating, Lee Super DeLuxe Tires are guaranteed against all road-hazard damage for 15 months. You can't lose with a Lee.

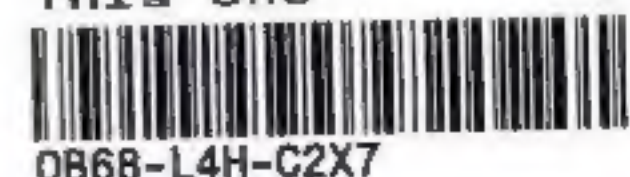


FREE: A report on the tests by Motor Vehicle Research will be sent to anyone who wants to know more about these rugged tires. Write Dept. 20.



LEE RUBBER & TIRE CORPORATION • CONSHOHOCKEN, PA.
TIRE DEALERS: There may be a Lee franchise available in your community. Write us for information.

This One



0B6B-L4H-C2X7

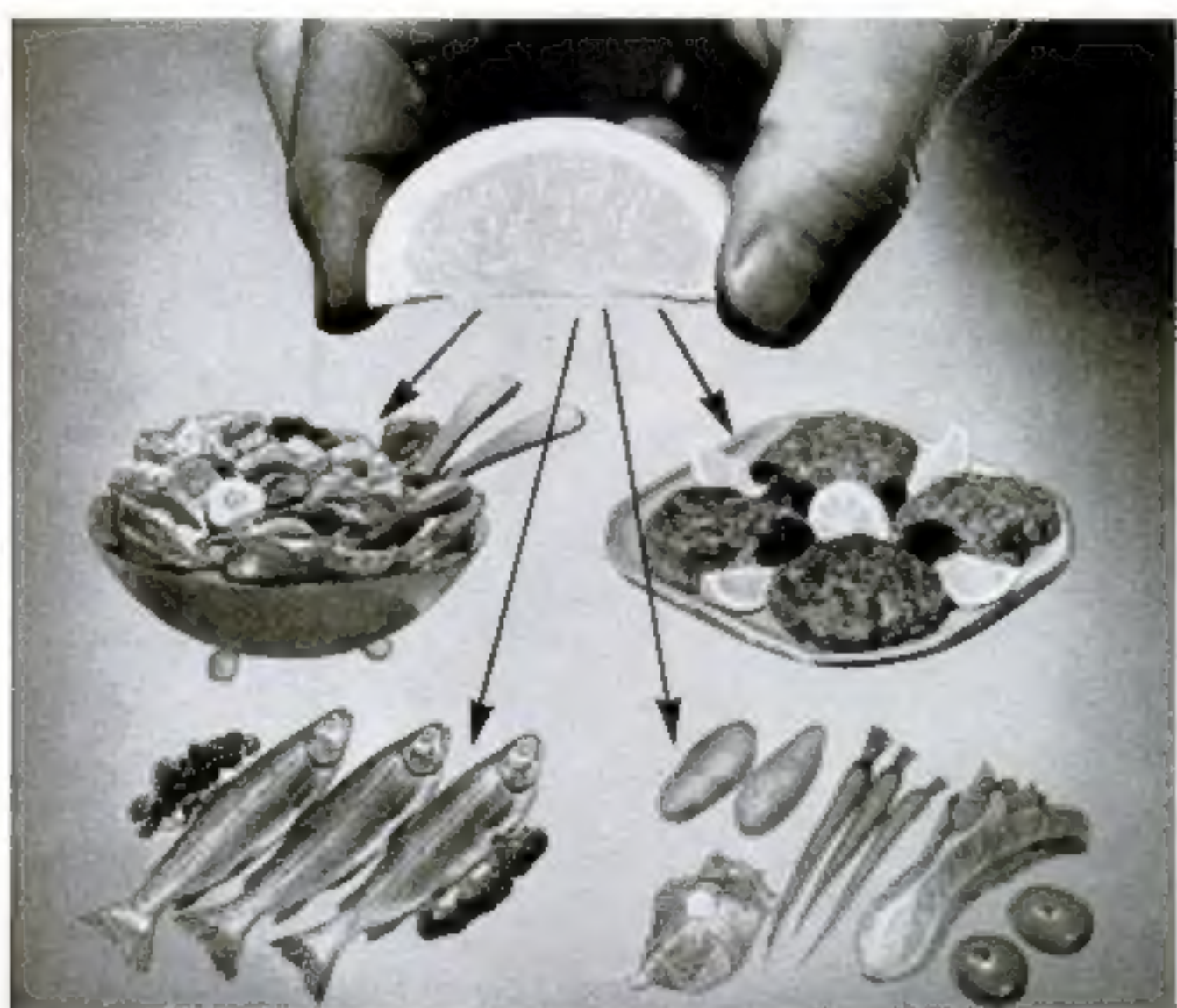
"Imagine me going without salt —loving good food the way I do!"

"THREE YEARS AGO I suffered a severe heart attack," reports Mr. Leslie Parker of Belmont, Mass. "The doctor put me on a strict low-salt diet. At first I didn't think I could stand it—without salt, foods tasted so flat and insipid.

"Then I heard about lemon seasoning. I'd always squeezed lemon on fish and seafood. Then I tried it on meats, vegetables, salads. What a difference! Food tasted *good* again."



"PASS THE LEMONS" is a familiar request at the Parker table. "The family started using lemon to encourage Dad," explains Mrs. Parker. "Now we do it because we love it. We've found that, *salt or no salt*, fresh lemon gives foods lots more flavor."



FISH, SALADS, meats, vegetables are all wonderfully improved with fresh lemon. But only *fresh* lemons have the taste, tang and aroma you want for table use. Not even the best processed lemon juices can match their flavor. Get Sunkist Lemons—*finest grown anywhere!*



Boston accountant, Leslie Parker typifies the millions who have cut down on salt because of high blood pressure, heart trouble, overweight or other conditions.

What fresh lemons do for food flavors

YOU DON'T HAVE TO BE on a special diet to enjoy lemon seasoning. You know what fresh lemons do for fish and seafood, tomato juice and tea. Now see what appetizing zest they add to canned and frozen vegetables, meats, salads, soups!

Put a plate of lemon wedges on your table at dinner tonight and invite your family to a new adventure in food enjoyment.

FREE BOOKLET: "Salt or No Salt." How fresh lemons can help you eat better with or without salt. Write Sunkist, Section 2704, Terminal Annex, Los Angeles 54, Calif.

SPECIAL OFFER: "The Low Sodium Cook Book—Sunkist Edition," 480 pages, hundreds of recipes. Only \$1.25 (regular edition \$4.00). Send \$1.25 to Sunkist, Section 2704, Terminal Annex, Los Angeles 54, Calif.



USE OF lemon-on-the-table is spreading widely. Whether or not you salt your food, try adding a few drops of lemon. See how it brings out the full, natural flavor of foods.



REDUCING? Many diets say "No salt!" Seasoning with lemon makes reducing easier. You lose weight faster and lemon's tang sparks up low-calorie foods. Ask your doctor.

FRESH Sunkist Lemons ★ ONLY FRESH LEMONS GIVE THE TRUE LEMON FLAVOR!

New Westinghouse Light Bulb Premium Offer!

6 STEAK KNIVES

ONLY \$1.00

WITH FRONT
PANEL FROM ANY
WESTINGHOUSE
3-BULB CARTON

MONEY BACK GUARANTEE

If for any reason you are not
100% delighted with your
"Quikut" knives, return them
and get your dollar back.

REGULAR
\$2.50
VALUE

STAINLESS STEEL
HOLLOW GROUND BLADES
Mother-of-pearl plastic handles
overall length:
8 3/4 inches

On your next
shopping trip buy Westinghouse
Light Bulbs in the handy 3-bulb carton!

YOU CAN BE SURE...IF IT'S



Westinghouse

Westinghouse, Box 21, Dept. L-4
New York 17, N. Y.

Please send me a set of 6 stainless steel hollow ground steak knives.
Enclosed is \$1.00 and front panel from Westinghouse 3-Bulb Carton.
If I'm not 100% delighted with the knives, I'll return them and get my
dollar back.

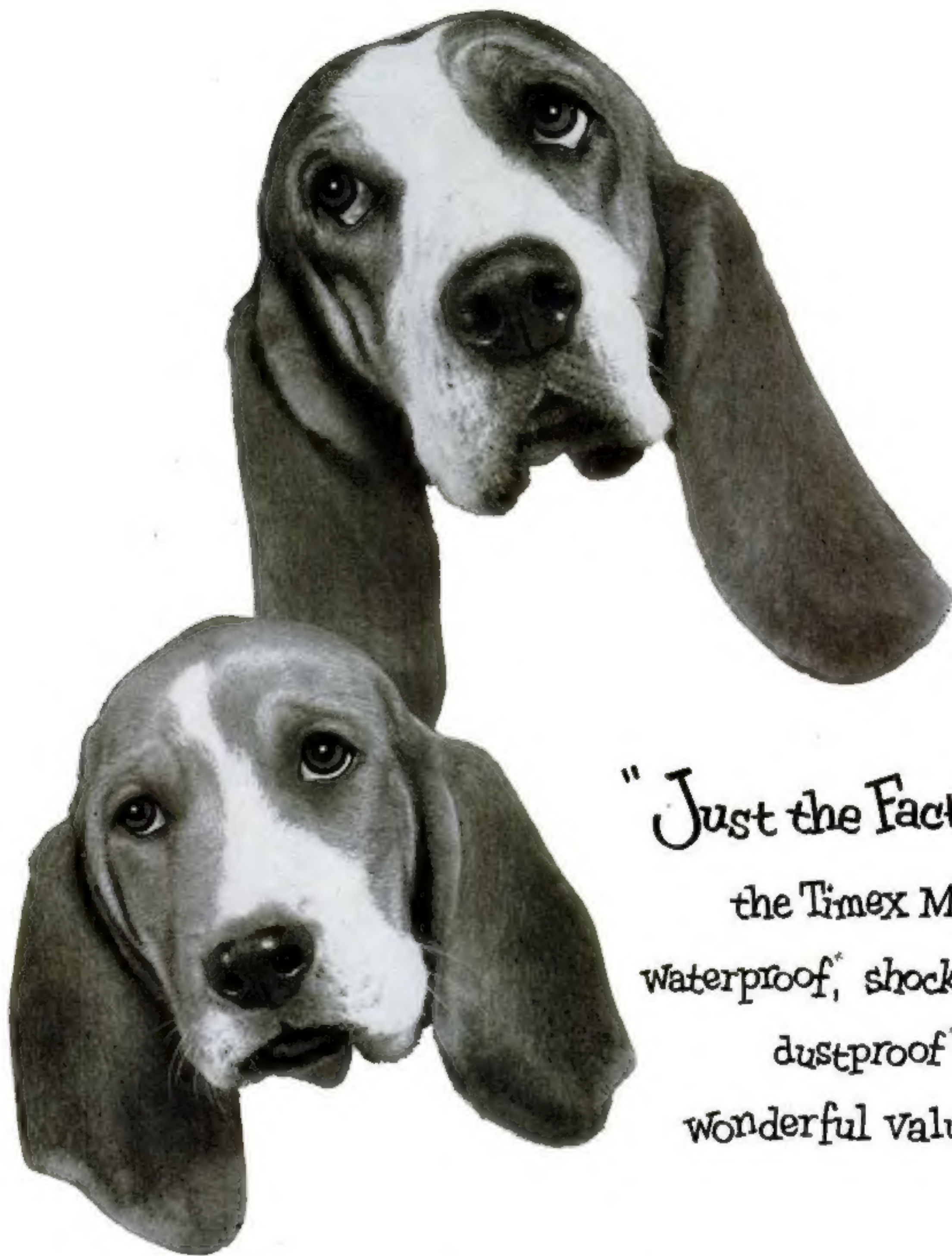
NAME _____ (PLEASE PRINT)

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Offer expires August 31, 1954.

Void wherever prohibited, taxed, or otherwise restricted.



"Just the Facts, Ma'am—
the Timex Marlin is
waterproof*, shock resistant
dustproof* and a
wonderful value!"



TIMEX MARLIN
Large size waterproof* with sweep-second hand, radiolite
dial, chrome case, stainless steel back, all leather band. **\$11⁹⁵**
PLUS 10% FEDERAL TAX



TIMEX SPORTSTER
Small size waterproof* with sweep-second hand, radiolite
dial, chrome case, stainless steel back, all leather band. **\$11⁹⁵**
PLUS 10% FEDERAL TAX

*stays waterproof and dustproof as long as crystal, crown and back are intact and, if removed, expertly replaced.

PRODUCT OF THE WORLD'S LARGEST MANUFACTURER OF WRIST WATCHES • 500 FIFTH AVENUE, NEW YORK 36 • CANADIAN OFFICE, 355 KING STREET WEST, TORONTO

THIS IS CAB NUMBER

1028

TAKE IT FROM ME —
63-MILLION-MILE TAXI TEST
PROVES IT!

Sensational New-Type Oil Can Keep Your Engine in Top Operating Condition for 100,000 Miles

The toughest motor oil test ever known covered 63,000,000 miles. This test in 1030 of Chicago's Yellow and Checker cabs gave "the works" to new Sinclair EXTRA DUTY Motor Oil.

Cab after cab passed 100,000 miles without need of engine repairs.

Oil consumption wasn't half of what it had been.

Even engine valve chambers stayed clean, because Sinclair EXTRA DUTY Motor Oil excels

the cleaning action of ordinary heavy duty oils by 50% to 100% — extra good news for owners of cars with hydraulic valve lifters.

These proved advantages switched Chicago's largest cab operators to new Sinclair EXTRA DUTY Motor Oil. This new-type oil can keep your own engine in top operating condition for 100,000 miles when drain recommendations of your car manufacturer are followed. See your Sinclair Dealer.



NEW
SINCLAIR EXTRA DUTY
Motor Oil



Goodbye
Bad Sleep Posture

This Great Mattress **Invention** Induces Healthy Sleep!



Now Springwall fights off a leading cause of sleepless nights... introduces muscle resting sleep posture... guarantees full-width sag-free comfort for years!

INSIDE EVERY SPRINGWALL Mattress is a revolutionary invention—a wall of 12 resilient-steel anchors that holds the entire mattress surface free of sag... and firm as never before: firm along the edges and firm from edge to edge.

That's why tired muscles really rest on Springwall. And that's why Snell Laboratories rate Springwall first for sleep-inducing firmness, first for correct sleep posture, first for permanent sag-free support.

Only one mattress can bring you all these benefits—SPRINGWALL. Yet Springwall costs you no more, and often less, than ordinary mattresses. At your dealer's—from **\$49.50**.

FREE Sleep Booklet, "What Does the Doctor Say." Write Springwall, Box 157, N.Y. 46.
Physicians: Ask for "Proper Sleep Posture and its Relation to Orthopedic Health."



FIRM SUPPORT AT 4 VITAL PRESSURE POINTS—Muscles are supported where doctors say you need support for healthful, relaxing sleep—years longer than any other mattress.

No undue sag at center or edges.	Proper support at pressure points.	Maintenance of edge to edge firmness.
SPRINGWALL	SPRINGWALL	SPRINGWALL
MATTRESS C	MATTRESS C	MATTRESS A
MATTRESS B	MATTRESS B	MATTRESS C
MATTRESS A	MATTRESS A	MATTRESS B

FAMOUS 4-MATTRESS TEST—Snell Laboratories tested 4 leading brands. As shown above, Springwall rates first on every factor specified by hundreds of physicians for relaxing sleep.

Cut-away view shows Springwall's exclusive construction. 12 resilient-steel anchors defy sag; hold the entire sleeping surface firm at edges and from edge to edge; add years of comfort and wear.



GUARANTEED FOR TEN YEARS AGAINST STRUCTURAL DEFECTS

Look for the Springwall shape on the label—exclusive with these great brands

TIGER BRAND

SPRINGWALL
Mattress

HAGGARD & MARCUSSEN CO.
CHICAGO 9, ILLINOIS

King Koil

SPRINGWALL
Mattress

THE UNITED STATES BEDDING CO.
ST. PAUL 18, MINNESOTA

SOUTHERN CROSS

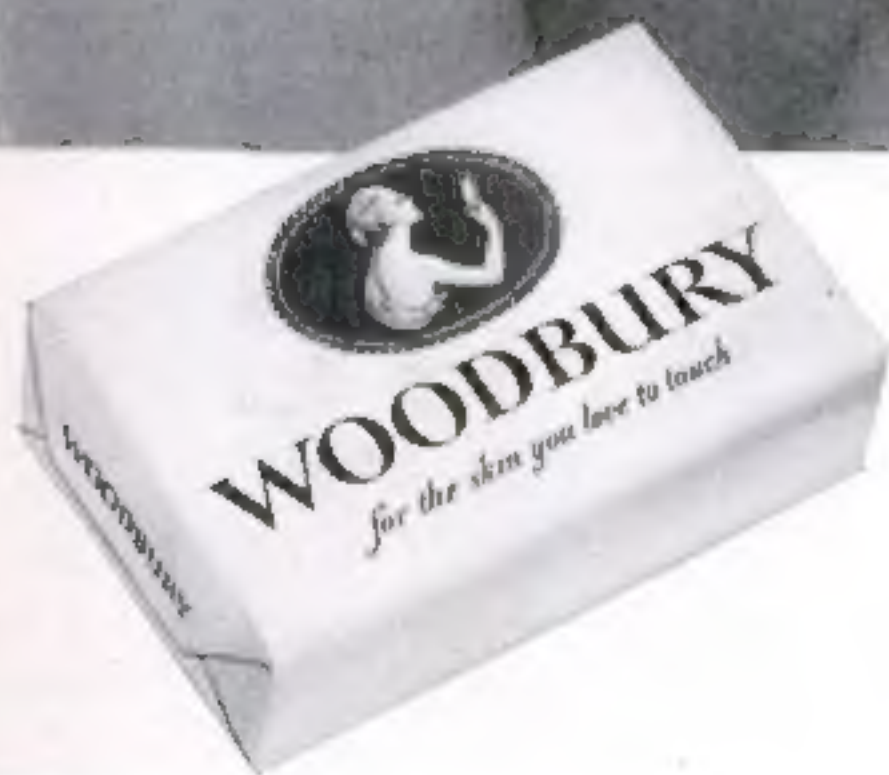
SPRINGWALL
Mattress

SOUTHERN SPRING BED COMPANY
ATLANTA 1, GEORGIA

Eclipse

SPRINGWALL
Mattress

ECLIPSE SLEEP PRODUCTS, INC.
NEW YORK 18, NEW YORK
LOS ANGELES 22, CALIFORNIA



You've never had such beauty care...

Now your face can have both soap-and-water freshness and face-cream smoothness, too. New Woodbury Soap is enriched with seven face cream oils and emollients. They are intended to help replace natural oils you ordinarily wash away. You've never used a soap that would do so much to make your complexion lovely. And you've never had a head-to-toe beauty treatment as luxurious as a Woodbury bath. Its rich, mild lather leaves your skin velvet-soft. The lingering fragrance leaves it delicately perfumed. Start using New Woodbury Soap today "*for the skin you love to touch*"!

New Woodbury Soap is enriched with 7 face cream oils

MANHATTAN IS A REGISTERED TRADE MARK
OF THE MANHATTAN SHIRT COMPANY.



LOOK FOR THIS LABEL, and for stores nearest you carrying these fine Lady Manhattan shirts, write to The Manhattan Shirt Co., 444 Madison Avenue, New York 22, New York.



BRIGHTEN THE OFFICE where you are in this handsome pastel Lady Manhattan with round collar, French cuffs. Added interest: clip-on tie, big coin cuff links. The shirt itself, \$5.00.

The shirt off his back!

WONDERFUL LADY MANHATTAN, HIS SHIRT IN YOUR SIZES, AT PRICES THAT MAKE SENSE!

Lady Manhattan shirts ought to be in a 1954 time capsule. They're *that* expressive of the way you like to look and live in this exciting age of ours.

For instance: see, above left, the satin striped cotton madras, and right, the smooth pastel broadcloth with white piqué collar and cuffs (each \$5.95). Like all Lady Manhattans, they tell a lot about the crisp yet casual perfection you require in clothes for these days of too many things to do, so little time to do them in.

Lady Manhattans are built to your requirements. They're *his* shirts in *your* sizes, with all the man-tailored details you love: collars cut to precision; sleeves tapered

from wide armholes to wonderful cuffs; smooth seamless fronts; pearl buttons anchored on to stay; nice long shirttails that won't pull out!

And Lady Manhattans are as easy to care for as the famous men's shirts Manhattan makes. Fabrics are Manhattan-tested; then finished into shirts that will not shrink out of fit. They wash and iron like a dream.

Start your Lady Manhattan shirt collection from a wealth of fine shirtings in luscious stripes, checks, solids; flared, rounded-point or button-down collars; barrel or French cuffs, or short sleeves. Sizes 10 to 18, \$5.00 to \$10.00. Lady Manhattan clip-on ties, \$1.00.



NOW YOU'RE COOKING in a pretty and practical Oxford fabric Lady Manhattan. Stays neat and crisp. Like all Manhattans, washes so well. Easy to care for! Smart buy at \$5.00.



GOOD SPORTS, these Lady Manhattans, from comfortable shoulders to nice long shirttails. Left, cool summer cotton. Right, checked gingham. Wonderful colors! Each, \$5.00.

RECORD TIME: and Lady Manhattans, make fabulous at-home fashions. See, right, the new trick of wearing two blending shirts together. Each, \$5.95. (Pants, skirt by Arle.)



ADVERTISEMENT: copyrighted by The Manhattan Shirt Co.



Color make-up for your shoes

You know what the *right* shade of lipstick does for you . . . Well, now your shoes can have a cosmetic touch, too.

For in Dress Parade Liquid Shoe Polish you'll find a rainbow of colors to go with every shoe in your wardrobe . . . a delicious Red, a deep glowing Blue . . . Black, Brown, Cordovan, Oxblood . . . and,

naturally, a Neutral to add lustre to any high fashion shade.

And sweet news! You don't need a brush or buffer. Dress Parade dries to a glowing shine to give you that "polished look" fashion demands.

Shouldn't your next step be to start a wardrobe of Dress Parade colors?



25¢

This handy applicator keeps fingers clean.

A color for every shoe in your wardrobe

DRESS PARADE STAIN SHOE POLISH



There's nothing like **WAXED PAPER...**

*You've proved it in your
very own kitchen—
WAXED PAPER keeps
food fresher, longer*

Buy Bread in Waxed Paper

You're smart about keeping foods fresher
... YOU just wrap them in waxed paper!
You can be equally smart in buying bread
by choosing the loaf wrapped in waxed
paper. New, improved waxed paper now
used by leading bakers is unequalled in
shutting out air, light ... sealing in
flavor, freshness, nutrition.

And waxed paper stands up best after you
bring your bread home, too. Tough, hard
to tear, it rewraps easily. **KEEPS** bread at
its best in your breadbox, refrigerator or
cupboard. Yes, for keeping bread fresher,
longer, there's just nothing like waxed paper.

*For freshness and flavor buy bread in **WAXED PAPER***

Gown designed by Pauline Trigers. About \$350

*Put pad on
permanent handle*

We'll pay you 50¢ to try

jonny mop
DISPOSABLE TOILET MOP

*Pad foams, deodorizes,
cleans completely*

*Pad flushes away,
like toilet tissue*

To get your 50¢.

All you have to do is buy a "JONNY" MOP. Then just cut out the demonstration picture numbered "1" from the back of the handle package. Mail the picture with your name and address to Personal Products Corporation, Dept. J-18, Milltown, N.J. We'll send you 50¢

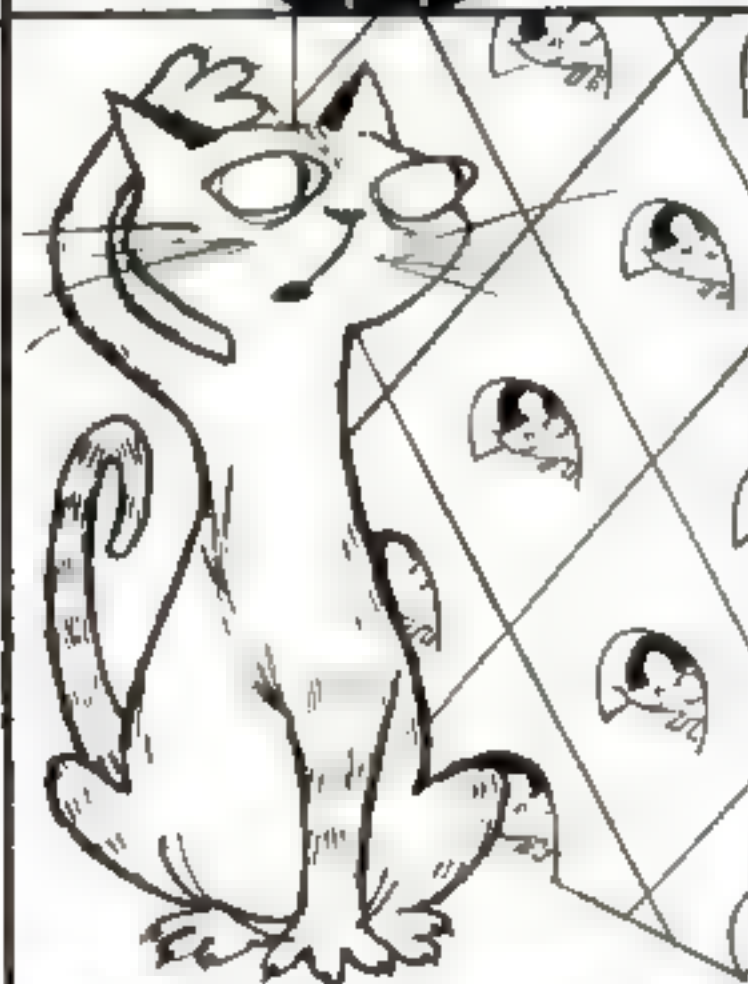
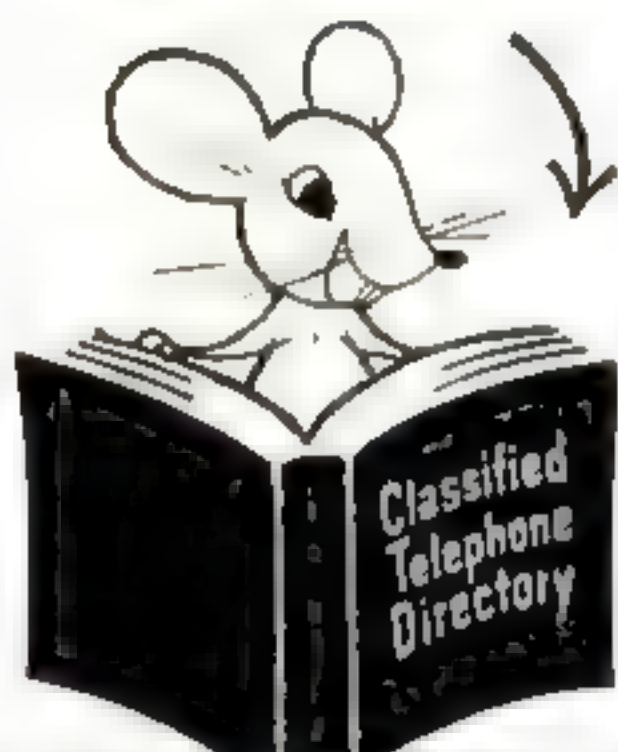
One to a family. Offer expires May 15, 1954

**Cleans toilet bowl
... today's way**

Looking for Something?



INTERIOR DECORATORS



FOR HOME OR BUSINESS NEEDS
LOOK IN THE
'YELLOW PAGES'
OF YOUR TELEPHONE DIRECTORY

LETTERS TO THE EDITORS

EMPEROR PENGUINS

Sirs:

To the best of my knowledge, this is the first issue in LIFE's history that features a bird on the cover (March 22). I am pasting it in my bird scrapbook. . . .

CATHERINE A. HURLBUTT
Denver, Colo.

● LIFE has had another bird cover, the white Leghorn rooster (April 26, 1937) at right.—ED.

Sirs:

What startled me was the fact that emperors weigh as much as 75 pounds ("At Home with the Antarctic Emperors," LIFE, March 22). I have a boxer dog that weighs that amount and it seems to me he would make 25 of the penguins I have seen in local zoos. Could you print some sort of comparison picture so we could get a clear idea of an emperor penguin's actual size? It was hard to tell from your pictures.

ADRIAN M. KIRBY
DeWitt, Iowa



EXPLORER MEETS EMPEROR

Sirs:

For persevering in their instinct to reproduce against a most inhospitable environment (-30° F.), your Adèle Land emperors must defer to those at Cape Crozier on the edge of the Ross Sea. Three members of Scott's last expedition visited the Cape Crozier rookery in midwinter, 1911. In temperatures of -70° F. they found emperors without eggs instinctively incubating rounded pieces of ice. Others, with neither offspring nor "eggs," fought over any unattached chicks they could find, often maiming and killing them.

EUGENE J. DRATWA
Chicago, Ill.

Sirs:

Did the French explorers say what those baby penguins ate in their rookery in that frozen waste?

LUCILE MCNEIL
Independence, Calif.

● Usually squid fetched from the sea by their mothers.—ED.

MCCARTHY EDITORIAL

Sirs:

Your treatment of the problem ("The McCarthy Issue Stands," LIFE, March 22) deserves the appreciation of every thoughtful American. As Vice President Nixon so clearly reminded us recently, Senator McCarthy's noisy and careless method of rat hunting is defeating its own purpose and playing right into the hands of the Communists. The Moscow masterminds can



LIFE'S FIRST BIRD COVER

least afford to see us succeed—as you so aptly put it—in "burying the McCarthy era once and for all."

MR. AND MRS. T. W. WOLFE
Arlington, Va.

Sirs:

Your editorial was as fine a Communist party line as I have ever read. You must belong to the New York Times and Herald Tribune spying and smearing school. How dare you infer that Joe McCarthy is unfit to be a senator.

JAMES P. CASEY
Detroit, Mich.

Sirs:

Your editorial is indicative of the growing tide against "McCarthy's indecent anti-Communism" and can be appreciated by Democrats and Republicans alike. Thanks for calling the senator what he is—an "irresponsible bore." Amen

NANCY HARJAN
Pacific Grove, Calif.

Sirs:

. . . You aren't stuffing your pink-tinted philosophy down my throat any longer. Any editor who would attack a patriotic, anti-Communist, 100% American like Senator Joseph McCarthy is off course and perhaps far left of center.

IRVINE FORBES
Dorchester, Mass.

Sirs:

All sane, decent and informed persons will applaud your editorial. It is tragically ironic that this self-elected Galahad should be our "champion" against Communism. . . .

ARMAND NEGRI
New Haven, Conn.

Sirs:

Incredible as it may seem, I believe you will find Senator McCarthy in general agreement with your conclusions. If indeed our government would assume its full responsibilities, there would be no necessity for men like Senator McCarthy to fight alone. After all, what has he been fighting for except universal vigilance?

CLAIRE BERNHAGEN
New York, N.Y.

Sirs:

My compliments for pointing out that the President hasn't completely muffed his chance to set this issue straight with straight-thinking Americans. But let's not send a boy (Nixon) next time. Let's hear from the President himself. . . .

DOROTHY BLAKE
San Francisco, Calif.

Sirs:

That was the best editorial I've ever seen in LIFE.

GENEVA V. B. GARNER
Newark, N.J.

PRESIDENT'S FAITH

Sirs:

We should praise God that our country has in its leadership a man who recognizes so clearly that the highest role a nation can play is to reflect God's righteousness in its national policy ("The President's Religious Faith," LIFE, March 22).

M/SGT. WAYNE L. MILLER
Mitchel Air Force Base
Hempstead, N.Y.

Sirs:

. . . President Eisenhower had no justification for mixing religion and prayer into his inauguration. He has no more justification for opening cabinet sessions with Christian prayers than with voodooistic rituals or Indian incantations. Let Eisenhower worship privately as a citizen if he wishes. But while acting officially, let him keep church and state strictly separate.

LESTER E. FROST
Moline, Ill.

Sirs:

. . . A democratic country like ours must have a man with a faith in God as its leader. After reading this article I will follow our President's actions with a great deal more interest.

IRVEN F. STERN
Chicago, Ill.

Sirs:

Prov. 22:6—"Train up a child in the way he should go; and when he is old, he will not depart from it."

NELSON MCBRIDE
Albuquerque, N. Mex.

SPORTING GOODS

Sirs:

The Army football team does not use the Nokona helmet as you stated ("Sporting Goods," LIFE, March 22). For games during the past 13 years we have used the Riddell safety suspension-type plastic helmet. . . .

ROY W. COOPER
Equipment Manager
U.S. Military Academy
West Point, N.Y.

Sirs:

I think you should have mentioned that your photograph, captioned "Glass threads get a plastic dip on their way to becoming a fishing rod," was taken in our plant. . . .

RICHARD H. BALCH
President
Horrocks-Ibbotson Company
Utica, N.Y.

CONTINUED ON PAGE 14

Please send **LIFE**

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

ONE YEAR \$6.75 in continental U.S.,
Hawaii, Alaska, Puerto Rico, Virgin Is.
(1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)
Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3415



Weep for poor Willie, who thinks he's done fine
 If he gets nothing more from car polish—but shine...
 So when it starts raining, this well-meaning fella
 Has to let his wife drive while he holds an umbrella.

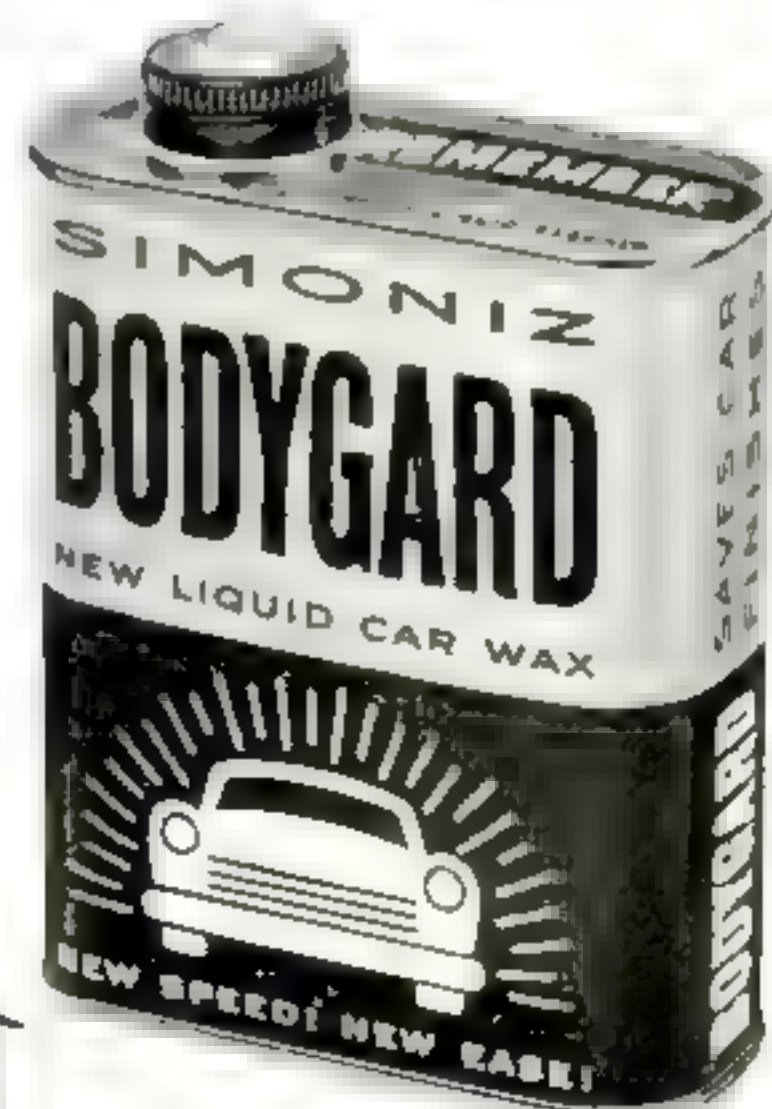


But look at Joe Robust! His sagacious selection
 Is an easy-on wax that gives rock-hard protection
 For Bodygard wax holds off nature's barrage
 And his paint job's as safe as if in a garage!
 (He feels extra breezy, 'cause the job is so easy)

MORAL: Use New Liquid Bodygard—the
 first, easy wipe-on wax that protects
 your car with this rock-hard finish.
 Protects 9 times longer than
 skimpy-shine polishes.

YOU CAN'T SHINE DIRT,
 SO CLEAN YOUR CAR FIRST

Every car must be cleaned before it's waxed.
 Simoniz Liquid Kleener cleans better, faster.
Copyright 1954 by Simoniz Company



True Simoniz Quality in
 a Liquid Car Wax. **Only 98¢**

Put an end to
clock winding

Get an electric alarm clock!



STARTER
only \$3.98*



Pay only \$3.98* for the new G-E Starter Electric Alarm. Its soft, friendly alarm wakes you so gently from sleep. Gets you up on time. No noisy "tick-tock" during the night.

Never needs winding. Always accurate. Handsome, ivory-colored plastic case; big, black numerals and red sweep-second hand. Luminous model, \$4.98.*

General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.



WHY WIND? Get a G-E Electric Alarm
\$3.98* to \$18.95*

GENERAL ELECTRIC

*Manufacturer's recommended retail or Fair Trade price, plus applicable taxes.

LETTERS TO THE EDITORS CONTINUED

DETROIT CAR DEALERS

Sirs:

I enjoyed your article, "Livernois Avenue Fights Back" (LIFE, March 22). Really, some of the acts those boys put on are deserving of an Academy Award. ...

MCNEAL BOURNE

Detroit, Mich.

Sirs:

The passing of Bert Baker's Big Lot into new management was genuinely mourned by a friend of mine whose proudest boast used to be, "I stuck Bert Baker with a lemon." To get his car past the stiletto-eyed buyer, he jerry-rigged his broken transmission to withstand about two hard shifts, filled the noisy rear axle with oatmeal, picked a rainy day to make the paint look better, stuffed bits of cloth in the body and springs to silence the rattles, poured water on the clutch face so it would not slip, drained all but about two drops of oil out of the crankcase so no smoke poured out of the exhaust pipe, and varnished the dipstick up to the "full" mark.

"It was a lot of trouble," my friend sighs, "but it was worth it."

RICHARD POPE

Detroit, Mich.

Sirs:

Relative to the kinds of deals negotiated by the Livernois dealers, here (below) is an ad I cut out of a newspaper about 23 years ago.

F. W. THOMPSON

Los Angeles, Calif.

FOR SALE

One 1927 Model Used Holstein Cow, \$60.00. Terms 1-3 down and balance like rent.

We traded this cow in on a Used car. And for once we got the best of the bargain.

A Used Car decreases in value and a Used Cow increases in value. In this particular case the increase will be about May first.

B. F. WHITING

DODGE BROTHERS DEALER

737 Main Street El Centro

CAR-COW DEAL

TOY TESTS

Sirs:

In "Experts Choose the Toys of the Year" (LIFE, March 22), you state that "eminent educators and toy experts from all over the country" examined 2,500 toys which had been selected by the Toy Guidance Council, out of which they chose 104 items. ... This leads the average reader to believe that the council is devoted to unbiased examination of all toys and playthings manufactured in the U.S. The toys it selects may possibly be the best of the toys manufactured by the council's own clients, but they are by no means necessarily the best among those made by the entire industry in the U.S. ...

R. B. M. BARTON
President

Parker Brothers, Inc.
Salem, Mass.

● Because a few of the largest U.S. toy manufacturers do not belong to

the council and did not participate, LIFE was careful not to describe the 104 toys selected as "the best," but to state accurately that they were "104 exceptional playthings."—ED.

BENNY-BAKER WEDDING

Sirs:

We are curious. You described a \$500 "200-pound, five-tier wedding cake" served at the Benny-Baker wedding ("With Champion Miser as Host ...," LIFE, March 22). But this extravagant confection isn't visible anywhere. May we see it?

PAULINE KURZ

Portland, Ore.



THE CAKE

DRUGGED SPIDERS SPIN

Sirs:

Having long regarded spiders as insufferable little efficiency snobs, I am gratified to learn science has finally taught them to relax and louse up a web once in a while ("Spiders Spin on Drug Study," LIFE, March 22). I, a too bad drugs had to be used to accomplish this noble end. But these tests will have served humanity well if before long we can look forward to a new breed of carefree, disorganized, hopelessly incompetent arachnids—whose webs are masterpieces of disorder—the kind of *bon vivant* spider any man would be proud to have in his garage.

JOHN MAGNUSON

Vallejo, Calif.

Sirs:

... "A perfect web, better than normal, is built when lysergic acid produces one-track mind, dulls all distractions." Where can I get a few pounds of the stuff?

D. DAVIDSON

Oak Park, Ill.

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GET THE JUMP ON SPRING!



Hop over for a **TEXACO** SPRING CHECK-UP!



HOP OVER

—ride safer and smoother this Spring. Your Texaco Dealer, *the best friend your car has ever had*, will check your battery, spark plugs, tires, radiator, fan belt—and other potential trouble spots!



HOP UP

—on the lift and your car's chassis will be lubricated *by hand* with superior MARFAK. You'll enjoy that *cushiony* feeling for 1,000 miles or more—plus *quieter* driving, *easier* handling! Transmission and differential get preferred treatment, too!



HOP IN

—and your Texaco Dealer will treat your crankcase to *the best motor oil your money can buy*—Advanced Custom-Made HAVOLINE. It *wear-proofs* your engine for the life of your car.



HOP DOWN

—and you'll roll out with a tankful of Texaco Sky Chief, the *premium* gasoline for those who want *the best*... or famous Fire Chief, for lively power at regular gasoline prices. *Both 100% Climate-Controlled!*



TEXACO DEALERS in all 48 states

Texaco Products are also distributed in Canada and Latin America



MAKING MAY BASKETS IS HALF THE FUN for Joanne Henderson (in foreground) and Dennis Kohler and their friends. Hallmark May Baskets are so bright and colorful, so easy to punch out and put together. Yet they give children

hours of creative entertainment, the proud feeling of having "made them all by myself." Hallmark May Baskets make wonderful favors for children's parties and beautiful table decorations for spring luncheons, teas, or dinner parties, too.

NEW TWIST ON AN OLD CUSTOM

Colorful, ready-to-make Hallmark May Baskets help revive a charming custom among American children

This spring, thousands of boys and girls will be saying, "You are my friend"—the May Basket way. It's a charming old custom—one that began long before the turn of the century. Then, early on May Day morning, children filled handmade baskets with flowers and left them on the doorsteps of their friends.

Today, youngsters throughout the country are bringing back this May Day custom. For they have discovered the fun of making and giving Hallmark May Baskets. They've found that putting these pretty baskets together is like a

new game. Easy enough for small hands, too! And the most fun is choosing the special May Basket for each friend.

These modern May Baskets come in 15 colorful designs—five different designs in each package—and can be assembled easily without scissors or glue. You will find Hallmark May Baskets in the fine stores where Hallmark Cards are sold. And the price is just 50c for this package of five. Why don't you get several packages of Hallmark May baskets today and let your children share in the fun and festivities of May Day.


 Hallmark
 Cards

When you care enough to send the very best

© Hallmark Cards, Incorporated



MAY DAY PAGEANTS in schools are helping to teach the true meaning of May Day. And children love the Maypole dances, games, and songs that make May Day traditionally a children's holiday. One special delight of the day is decorating all the classrooms with colorful Hallmark May Baskets.



IF YOU ARE A TEACHER planning a May Day Pageant or celebration, you will want this helpful 20-page illustrated booklet of May Day songs, music and suggestions for staging pageants. This booklet, "How to Plan a May Day Celebration for Children," is free at fine stores where Hallmark Cards are sold.



JOANNE LEAVES A MAY BASKET on a playmate's doorstep. Getting up an hour earlier on May Day morning, Joanne fills her May Baskets with bright tulips. She delivers one to the doorstep of a playmate, then hurries on to leave another on the doorstep of a favorite grownup. It's such fun to picture their surprise!



DENNIS FILLS A MAY BASKET with flowers and cookies for grandmother. Like your own boy, Dennis knows he'll be offered some of the cookies without his asking for them. As a matter of fact, grandmother will be left with very few, but she'll keep and treasure the delightful May Basket he made for a long, long time.



SPEAKING OF

Ink-blot psychology test

The Rorschach test, a series of ink blots made like the one below, helps psychologists find clues to personality by asking people to describe the various real-life things suggested by the abstract shapes. Manhattan Photographer Radford Bascome finds the test the inspiration for the fanciful dance designs shown here. To create them, Bascome photographs dancers



BLOT IS MADE BY FOLDING



PICTURES...

inspires fanciful ballet

in improvised positions and then makes two matching prints—one the reverse of the other—from each negative. Cutting up two pairs of prints into disembodied paper dolls, Bascome then pastes the parts together into mirrorlike designs which have the symmetry of a Rorschach ink blot but, as Bascome is quick to admit, no psychological significance at all.



PAPER OVER DROP OF INK

Enjoy Elsie's "Refresher" Course!

Borden's Cream Cheese and Borden's Coffee!



Enjoy it Morning

"Toast and coffee" was never like this before! Spread your toast with Borden's Cream Cheese, make your coffee with Borden's Instant—and it'll be "Good Morning" for sure! What a fresh, clean taste this creamy-smooth cheese has. And *every spoonful of Borden's Coffee gives you up to 33% more flavor than any other coffee!*

... Noon ...

Richest coffee—freshest flavored cream cheese! You'll find Borden's Coffee has more flavor, because a new process creates *solid* crystals—keeps air out! And your sandwiches, salads, canapés taste better with Borden's Cream Cheese. An exclusive formula gives it freshness, flavor, texture no other cream cheese has.

or Night!

Look! A fresh, new "dress" for your salads!

Elsie's Cream Cheese Dressing

Combine: Two 3-oz. packages, or one 6-oz. Wej-Cut package of Borden's Cream Cheese—Plain, Pimento, or Chive—with $\frac{1}{4}$ cup mayonnaise. Season to taste. Mix thoroughly. Thin with milk or cream, if desired. So tasty; so velvet-smooth—grand for salads with Borden's Instant Coffee.

Borden's is the richest instant coffee!

Borden's is the fresher-flavor cream cheese!

NEW Coffee Flavor Control Process gives you up to 33% more flavor per spoonful

Other Instants—
Hollow Bubbles



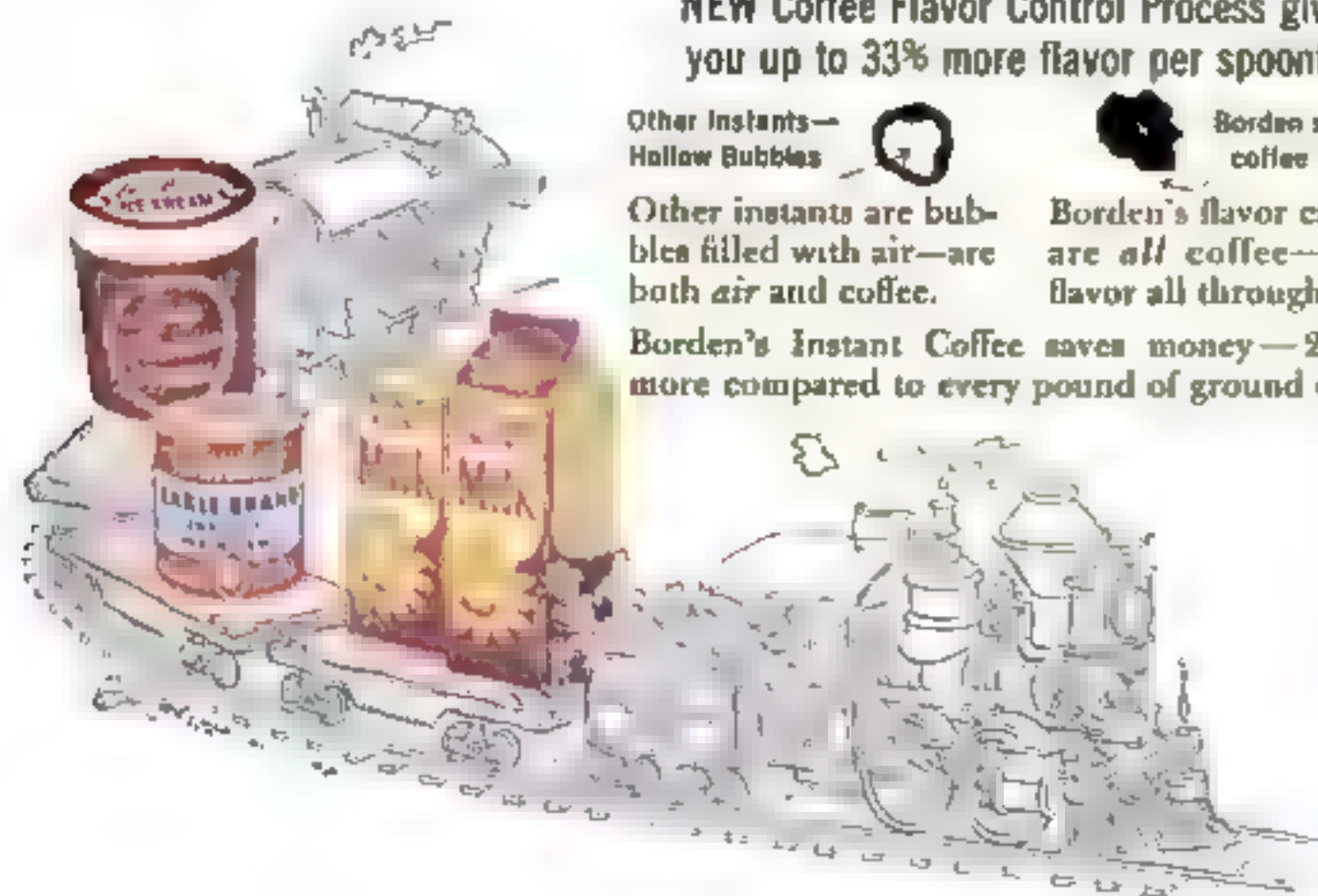
Other instants are bubbles filled with air—are both air and coffee.



Borden's—solid
coffee crystals

Borden's flavor crystals are *all* coffee—solid flavor all through.

Borden's Instant Coffee saves money—25¢ or more compared to every pound of ground coffee.



© The Borden Company

The first 2-egg Chiffon Layer Cake— and you make it with Wesson Oil...



Now, pour your shortening for luxurious golden layer cakes, too! It's the new way to bake with delicate Wesson Oil. Easy measuring. No creaming.

Only 2 eggs—yet you get all the airy delicacy and melting tenderness of glorious Chiffon cakes.

Only 2 minutes batter beating! So easy, it's the cake for all occasions. Moister, lighter than many expensive cakes—with layers so high and feathery they fairly puff from the pans.

Betty Crocker of General Mills discovered LoveLight Chiffon! Make it with the two superb ingredients—Softasilk, the world's most modern cake flour, and delicate, mild Wesson Oil. They assure the blissful flavor of LoveLight Chiffon cakes.

"LOVELIGHT" 2-EGG CHIFFON (Yellow Layer Cake)

So Large . . . So Light . . . So Luscious

- 2 eggs, separated
- 1½ cups sugar
- 2¼ cups sifted Softasilk Cake Flour
- 3 teasp. double-action baking powder
- 1 teasp. salt
- ½ cup Wesson Oil
- 1 cup milk
- 1½ teasp. vanilla

Heat oven to 350° (mod.). Grease generously and dust with flour 2 round layer pans, 8 by at least 1½" or 9 x 1½", or 1 oblong pan, 13 x 9½ x 2". Beat egg whites until frothy. Gradually beat in ½ cup of the sugar. Continue beating until very stiff and glossy.

Sift remaining sugar, flour, baking powder, salt into another bowl. Add oil, half of milk, vanilla. Beat 1 minute, medium speed on mixer or 150 vigorous strokes by hand, scrape sides and bottom of bowl constantly. Add remaining milk, egg yolks. Beat 1 more minute, scraping bowl constantly. Fold in meringue. Pour into prepared pans. Bake layers 30 to 35 minutes; oblong, 40 to 45 minutes.

NOTE: For cupcakes, pour batter into 24 muffin cups lined with paper cups. Bake 18 to 20 minutes at 400°.

Table of adjustments for high altitudes. 3,500 to 4,500 ft., use 2 x tsp. baking powder. 4,500 to 6,500 ft., use 1¼ tsp. baking powder, over 6,500 ft., use ¾ tsp. baking powder. Increase oven temperature 25°. Bake layers 25 to 30 minutes, oblong, 35 to 40 minutes.

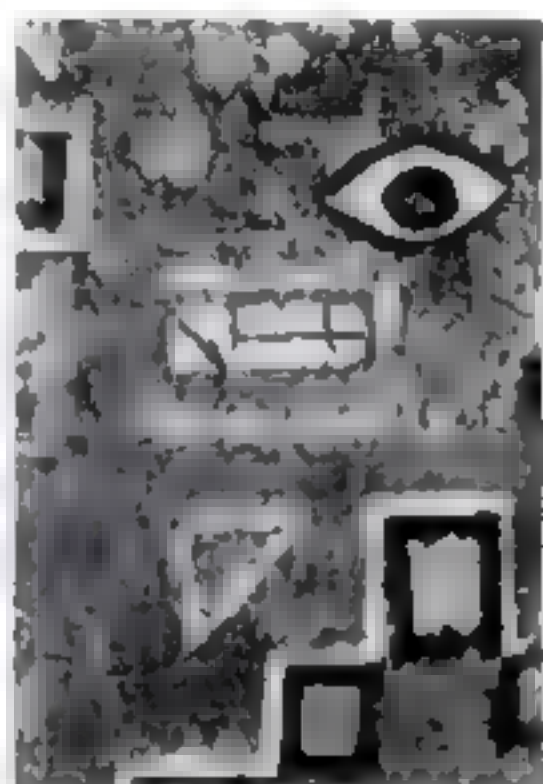
America's Favorite

Salad Oil and Liquid Shortening

Wesson Oil



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REAL LIVE DOG GOES TO SCHOOL; OLD ABSTRACTION PERSISTS WHILE TWO NEW VERSIONS DANCE AND EXPLODE; DUNCAN PHOTOGRAPHS REAL LIVE DOLL

SOME REALITIES, ABSTRACT AND OTHERWISE

Any artist worth a plugged palette will tell you that a good abstraction is frequently invaluable in getting across a realistic concept. Although we are seldom tempted to assign a nonobjective painter to cover, say, a battle or a ball game, occasional abstractions nevertheless force themselves upon us, sometimes with telling effect.

In Photographer Radford Bascome's Rorschach Ballet (pp. 18, 19), for example, real girls play the part of abstract ink blots. The result makes a fine quiz for the edification and self-diagnosis of our psychology-minded readers. And, lest the precocious art student think that abstract is necessarily synonymous with modern, we refer him to our color pictures of a splendid pre-Columbian art collection (pp. 100-105) and particularly to the 900-year-old feather hat on page 105, which is more suggestive of the late Artist Paul Klee than the late King Atahualpa of the Incas.

Finally, there is the bomb. It is strange but true that

pictures of that frightening holocaust mushrooming up from the waters of the South Pacific (above and pp. 24-33) with the vaporized remains of Elugelab Island in its incandescent interior, truly seem to be abstract. The pictures resemble nothing else on earth because there has never been anything on earth like them.

We knew that we couldn't take refuge in the comforting philosophy that this was an abstraction and not real at all. We knew also that release of these first pictures carried top news priority this week. But we are not among the doom-shouters who wail that this means the end of everything, so we note that such easily recognizable journalistic symbols as dogs, kids and pretty girls are still around. The especially pretty girl is Ava Gardner (pp. 139-143) and some of the kids and dogs are in a far from abstract art class (pp. 55-60).

P.S. As this issue went to press we were still alive.

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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; INT., INTERNATIONAL; K.P.A.,

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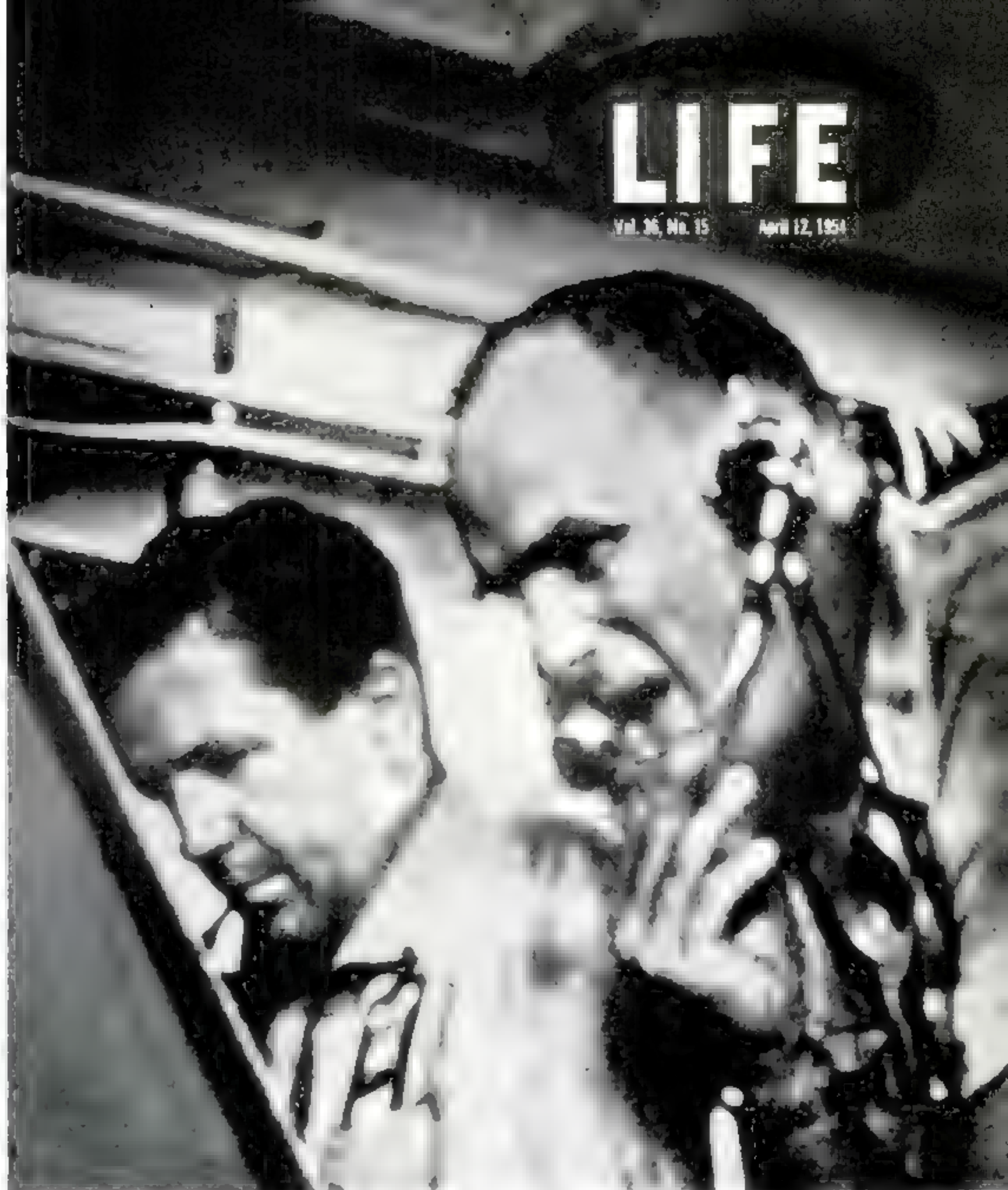
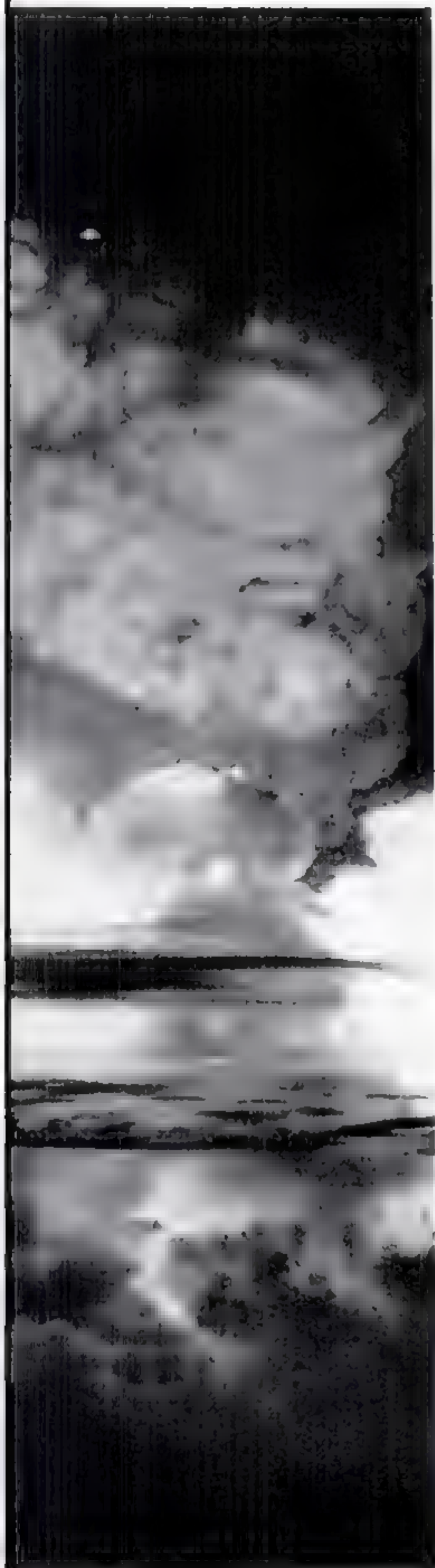
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5-4-3-2-1 AND THE HYDROGEN AGE



IS UPON US



IT CREATES A NEW MAGNITUDE IN PROBLEMS

The hideous potential of the hydrogen age, a comparatively old story to nuclear physicists, became a personal problem for every American last week. Watching a film and listening to the metronomic voice of a U.S. Army colonel (above, right) count off—"five-four-three-two-one"—the last seconds that preceded a hydrogen explosion (left), television viewers knew that they were in an awesome new chapter in man's history.

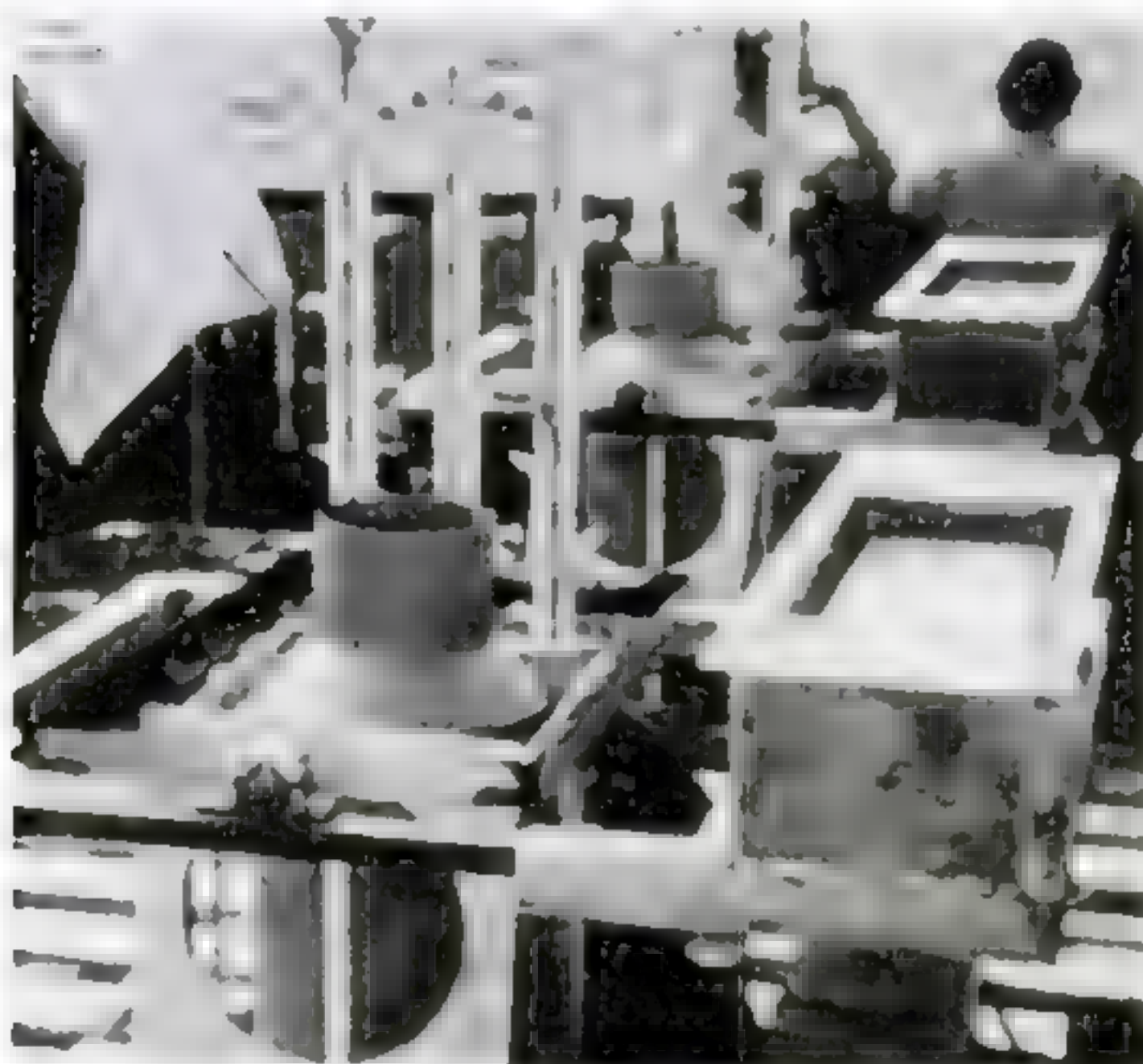
These pictures, released last week by the Atomic Energy Commission and the Defense Department, show the explosion ("Operation Ivy") which in November 1952 blew a whole island out of the Pacific. Their impact overcame the crudity of the film, which stupidly sold American intelligence short by letting a professional TV actor fuz up the full story of the weapon's destructiveness. More sobering was the knowledge that more powerful hydrogen devices exist and have indeed been set off. Another blast on March 1 showered radioactive ash over an unexpectedly wide Pacific area (LIFE, March 29); still another was exploded March 26. President Eisenhower confirmed that scientists were astonished by the power

of the March 1 explosion. AEC Chairman Lewis Strauss informed a stunned nation that one H-bomb could incinerate a whole city, although he did cancel out the irrational notion that the tests had got out of hand and were liable to blow up the whole planet.

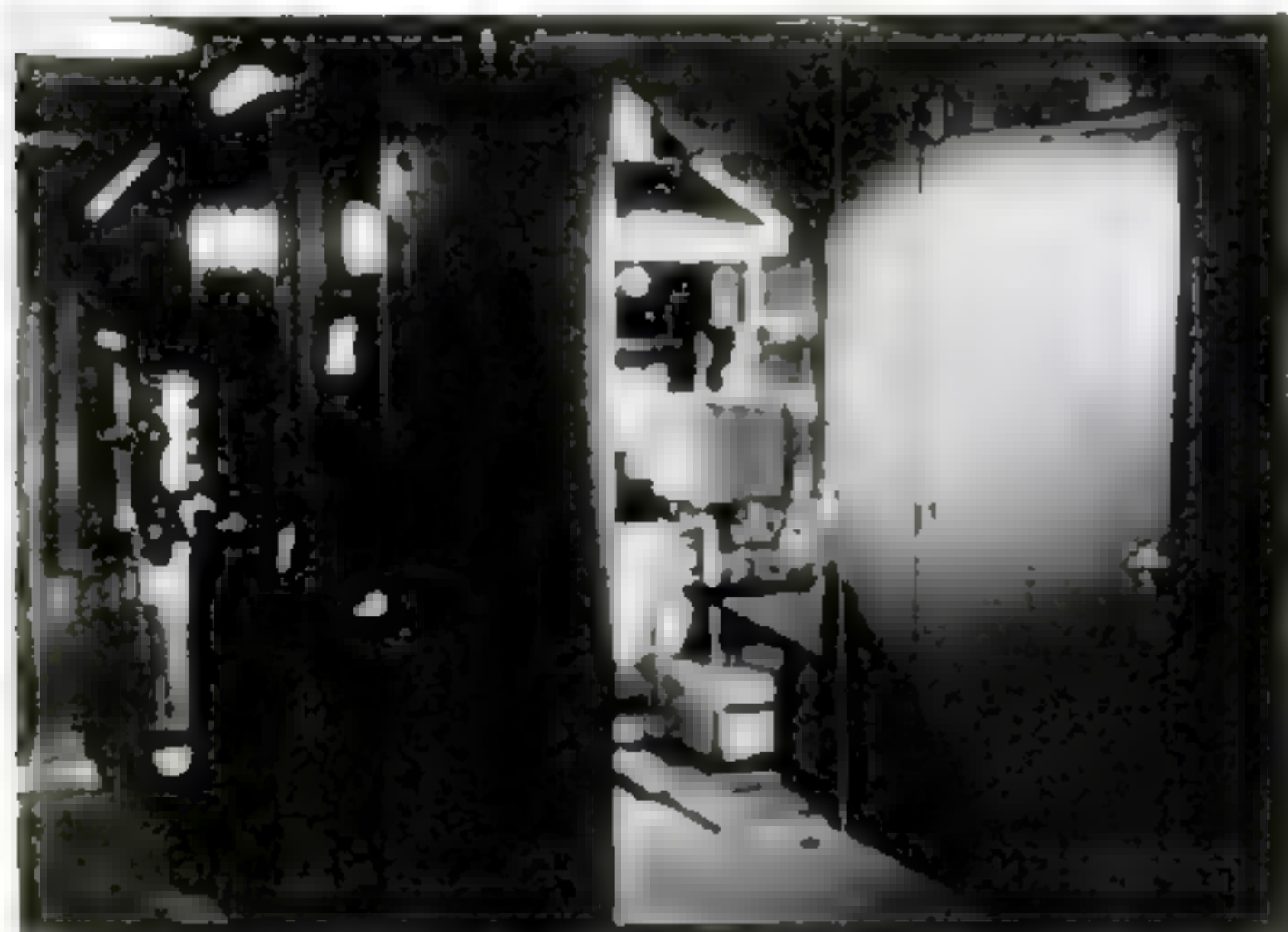
In Russia, Premier Malenkov admitted hydrogen bombs might well destroy not only capitalistic wickedness, but all civilization. *Red Star* started educating its readers on the ABCs of atomic energy. The *New York Times* correspondent in Moscow reported some Western diplomats there felt the Russians really wanted to end the atomic cold war. Whether they did or not, Americans knew that this, the hydrogen age, was vastly different from the atomic age. The very breadth of H-bomb destructiveness set planners to thinking about means for evacuating indefensible modern cities (pp. 30, 31). In making the menace more individual, it set people to wondering about the safety of their families and the supply of canned goods in the cellar. Men felt and said that averting the horror of the H-bomb was the responsibility of the same instrument that made it possible—the mind of man (see Editorial).



THE CAB, a 25-foot structure built to house the "Mike" device, had rolling doors, was filled with recording instruments. The device rested at ground level.



MYSTERIOUS VESSELS on task force ship are like low-temperature tanks used to hold liquid hydrogen or helium. White pipes are for removing samples.



THE FIRING SYSTEM, located next to the cab, operated automatically to close a series of switches,

the last of which detonated the device. A TV camera (center of picture at left) scanned the dials on

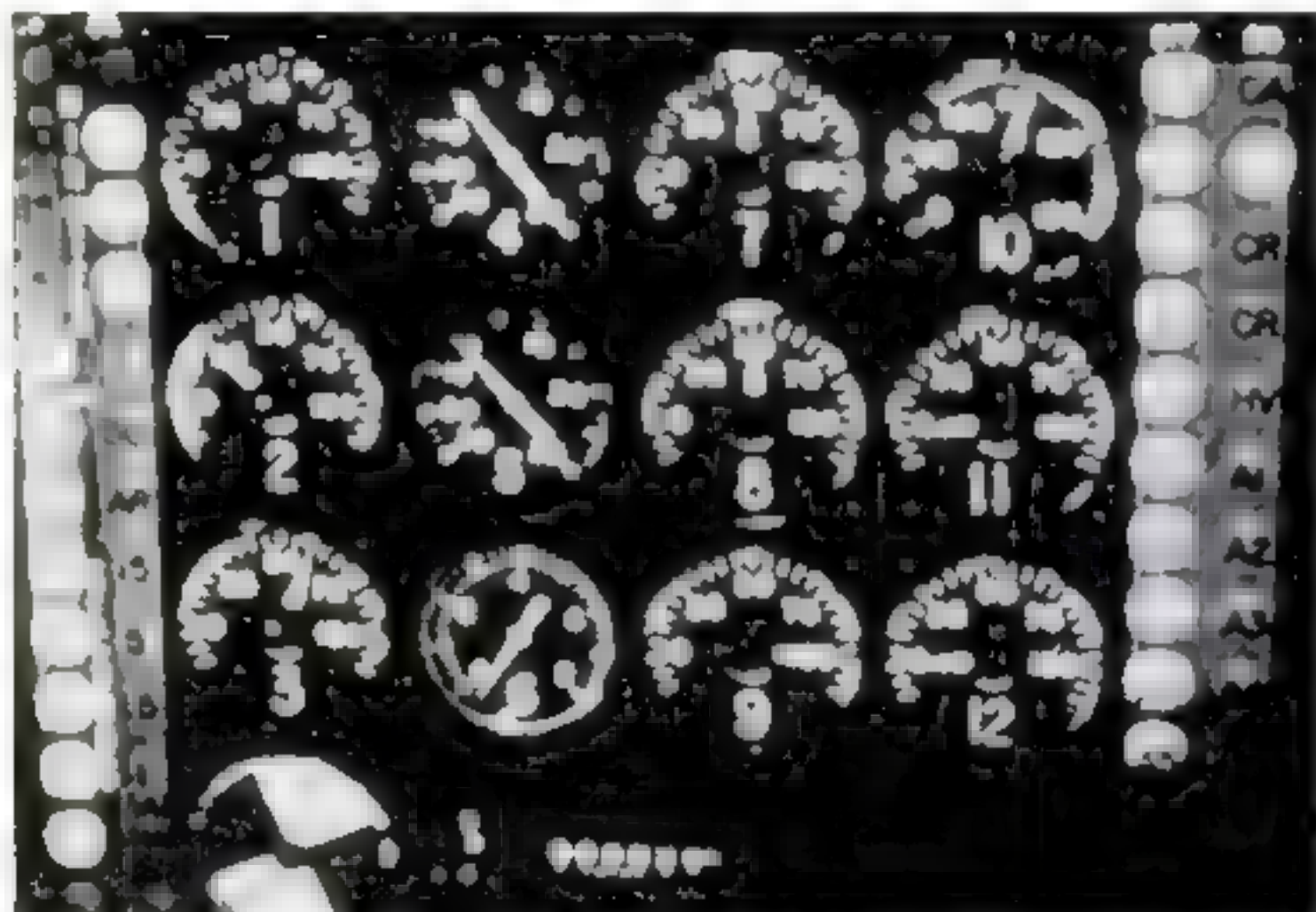


HELIUM-FILLED TUNNEL extended out two miles from cab (left). It may have been used to determine the weapon's efficiency by measuring the energies of

PREPARATIONS FOR H-BLAST

Operation Ivy began in the fall of 1952 when Joint Task Force 132 moved in to its base camps on Eniwetok atoll. For weeks construction crews, scientists and servicemen shuffled between the camps and the test islands.

Flugelab, Feter and Bogon—2½ miles away. On Fugelab, the test island, a large black "cab" was built to house the device, called "Mike." Next to it was the elaborate electronic equipment (*below*) which would detonate Mike. A sealed tunnel (*above*), probably to test the bomb's efficiency, extended two miles from the cab to Bogon. The atoll islands were cluttered with automatic cameras and scientific devices to record blast, radiation and heat. Some were shielded in concrete bunkers, others



its control panel and relayed a picture (*right*) to the command ship *Estes* until the blast vaporized it.



neutrons given off by blast. Neutrons travel easily in helium, could have reached transmitting instruments at the other end ahead of blast which vaporized tunnel.

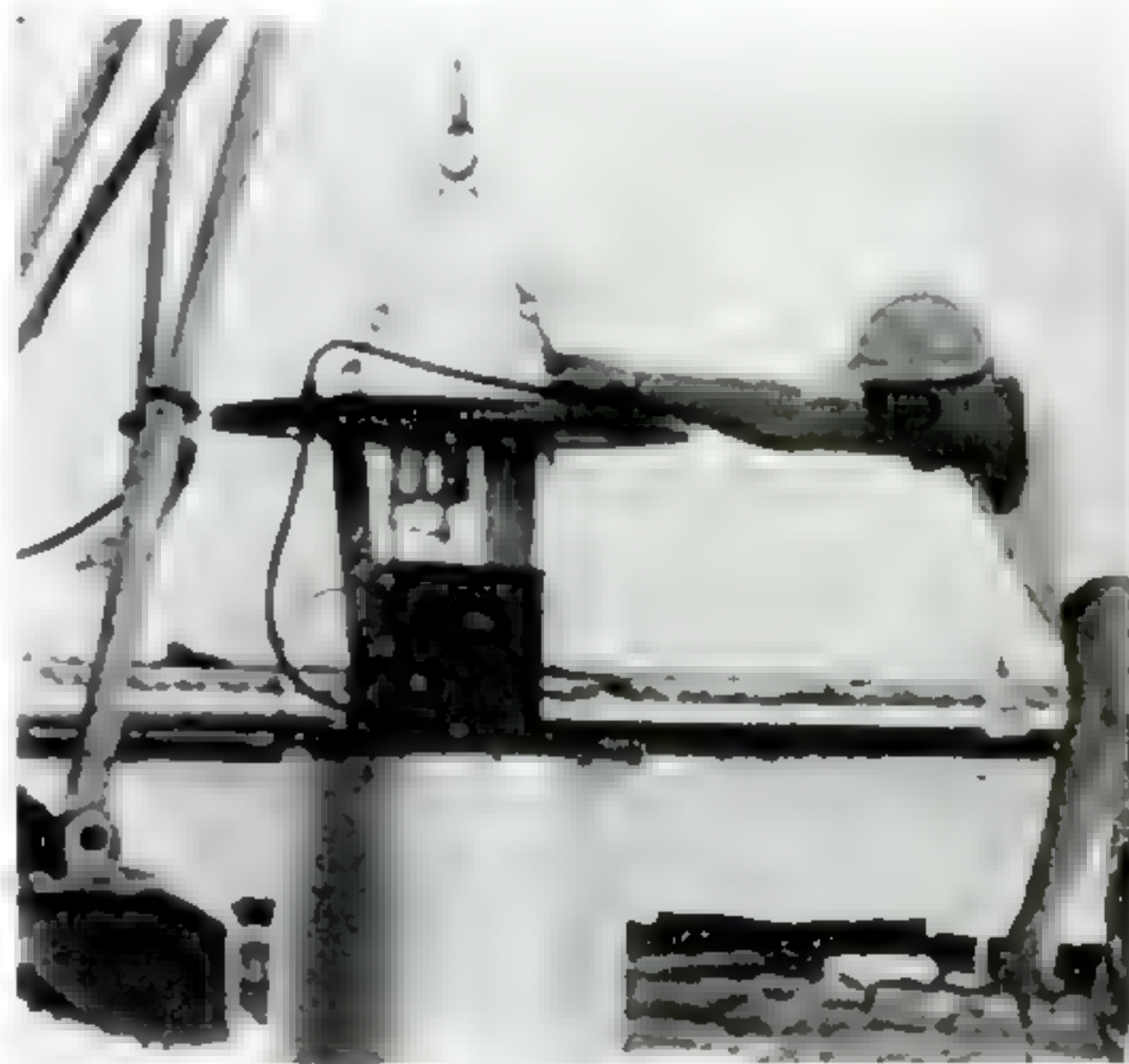
INVOLVED STRANGE DEVICES

were exposed. Destined to vanish in millionths of a second, they were rigged to relay to safely located receiving stations their all-important record of the birth of the fireball before it engulfed them. Scientists, preparing to measure the force of the explosion in megatons (1 megaton is 1 million tons of TNT), measured the cost facetiously in megabucks.

As H-hour approached, the automatic firing system was checked, and the firing party, last to leave the atoll, sailed out to the command ship *Estes*, 10 miles away. In the control room they watched the moving dial on the firing system control board, relayed by TV cameras on Elugelab. Then came the final second count and the fireball was born (next page).



INSTRUMENT POST, one of a series located at different distances from Elugelab Island, may have recorded energy of weapon's neutrons or its X-rays.

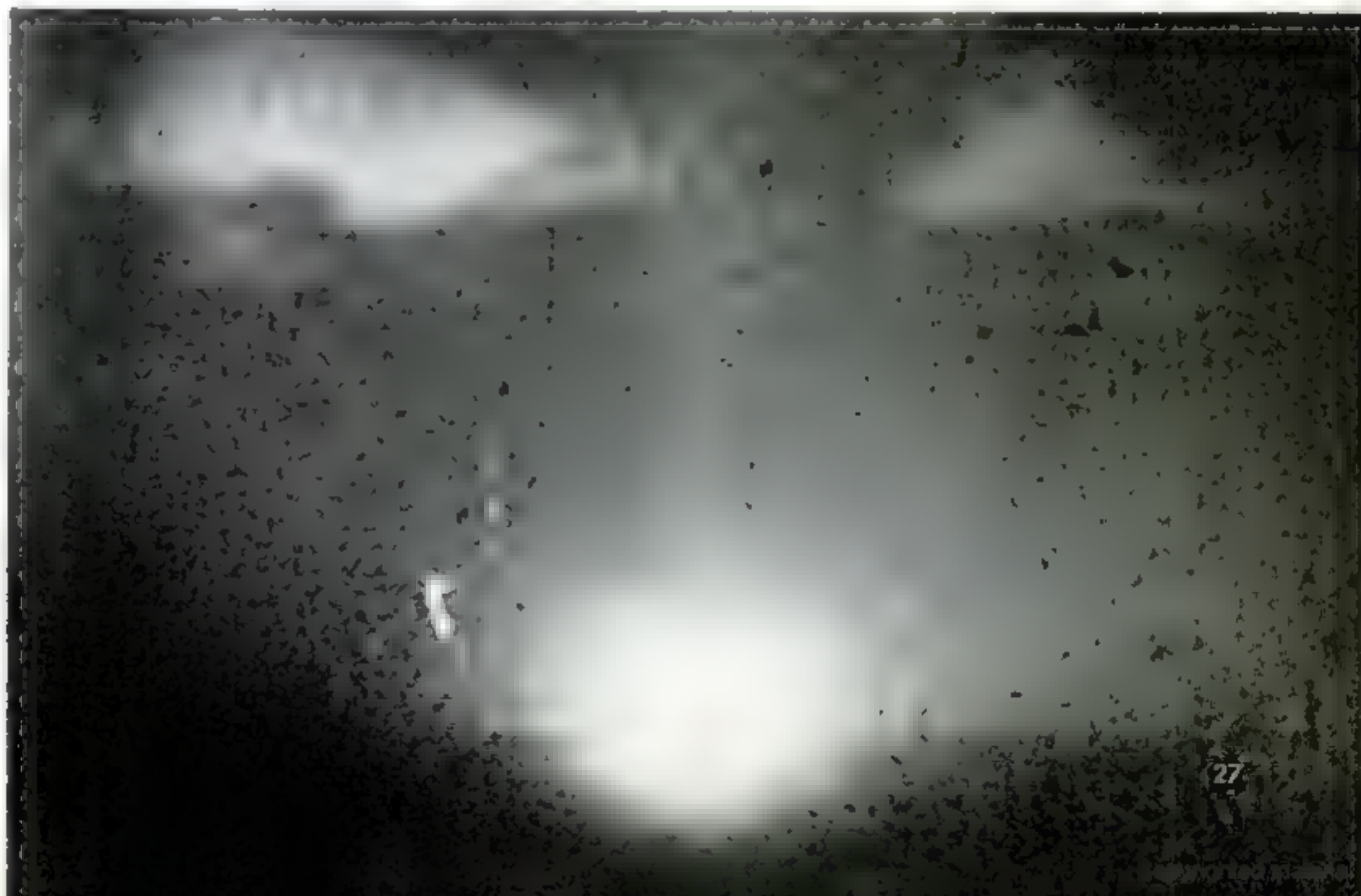


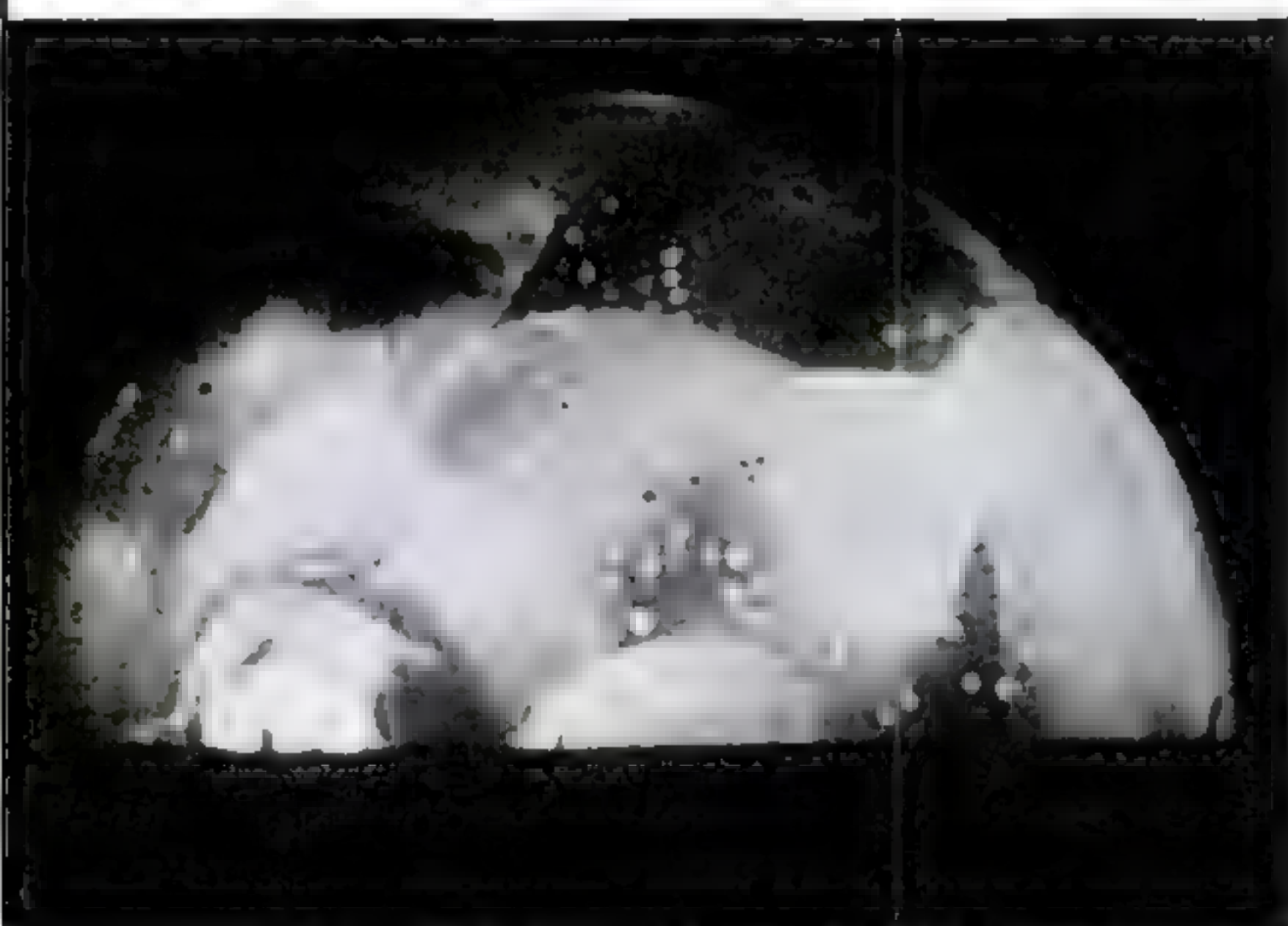
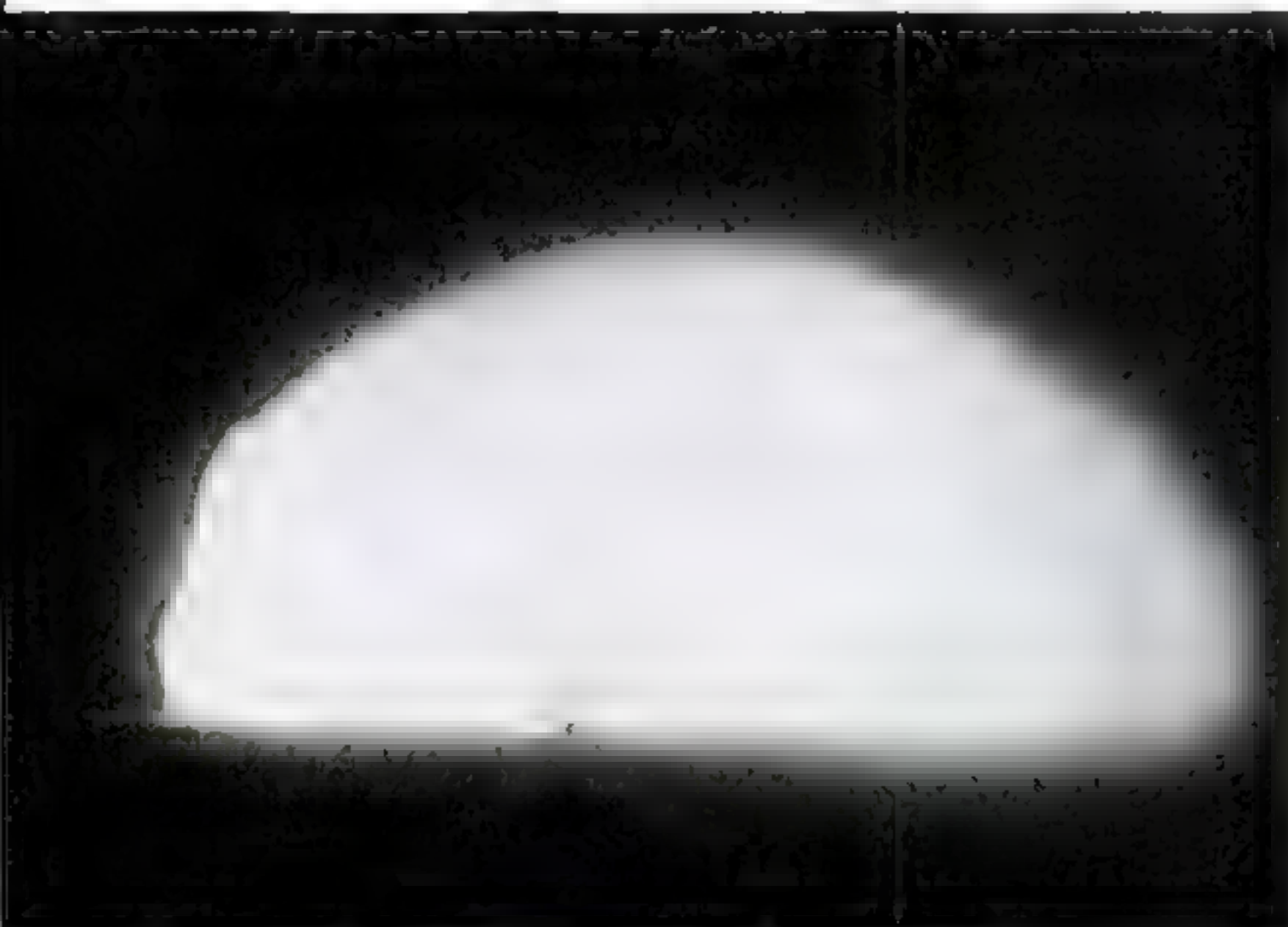
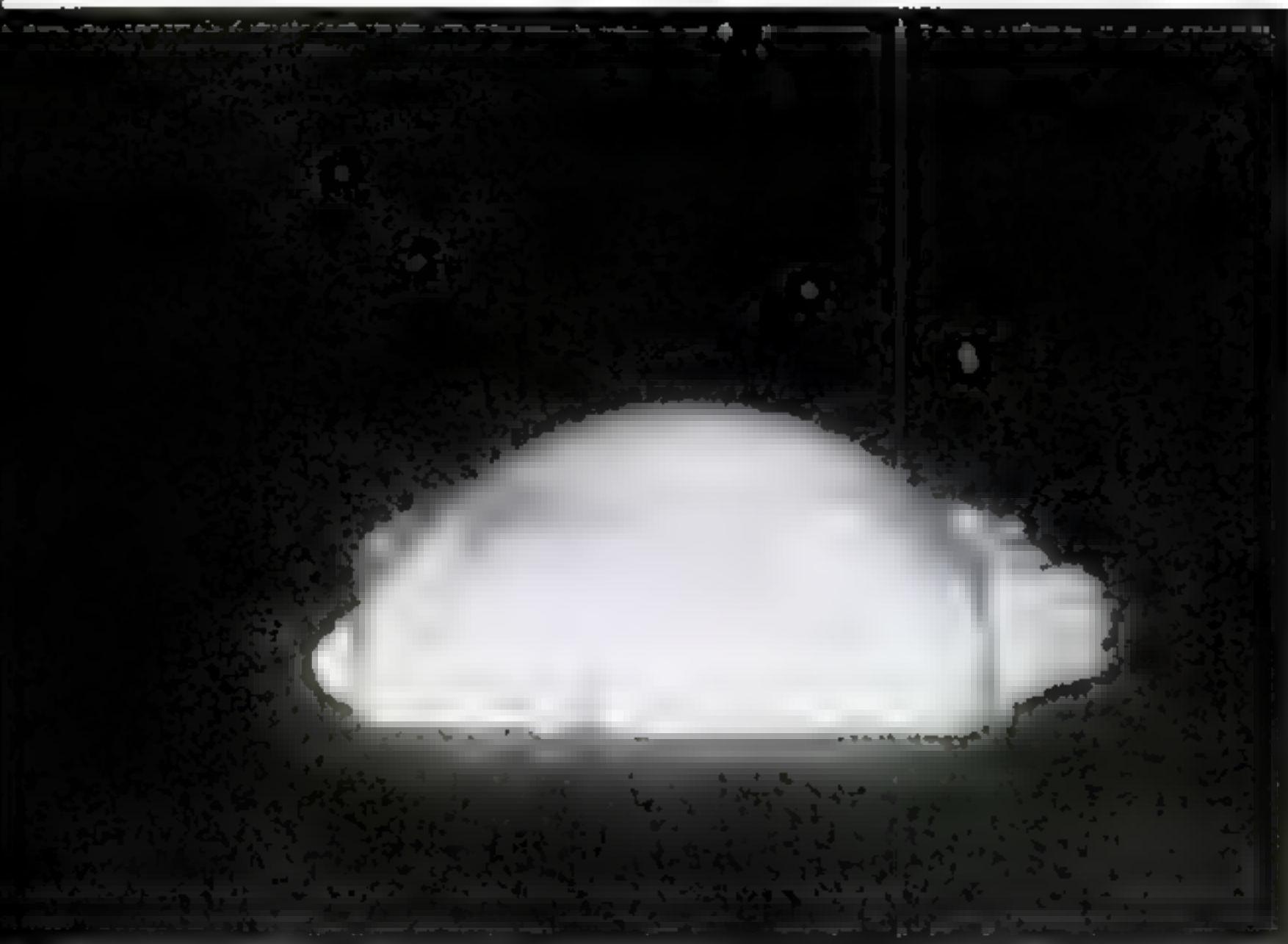
INSPECTING INSTRUMENT before explosion, a scientist lifts it from container. This may have been one of many devices which registered weapon's heat.



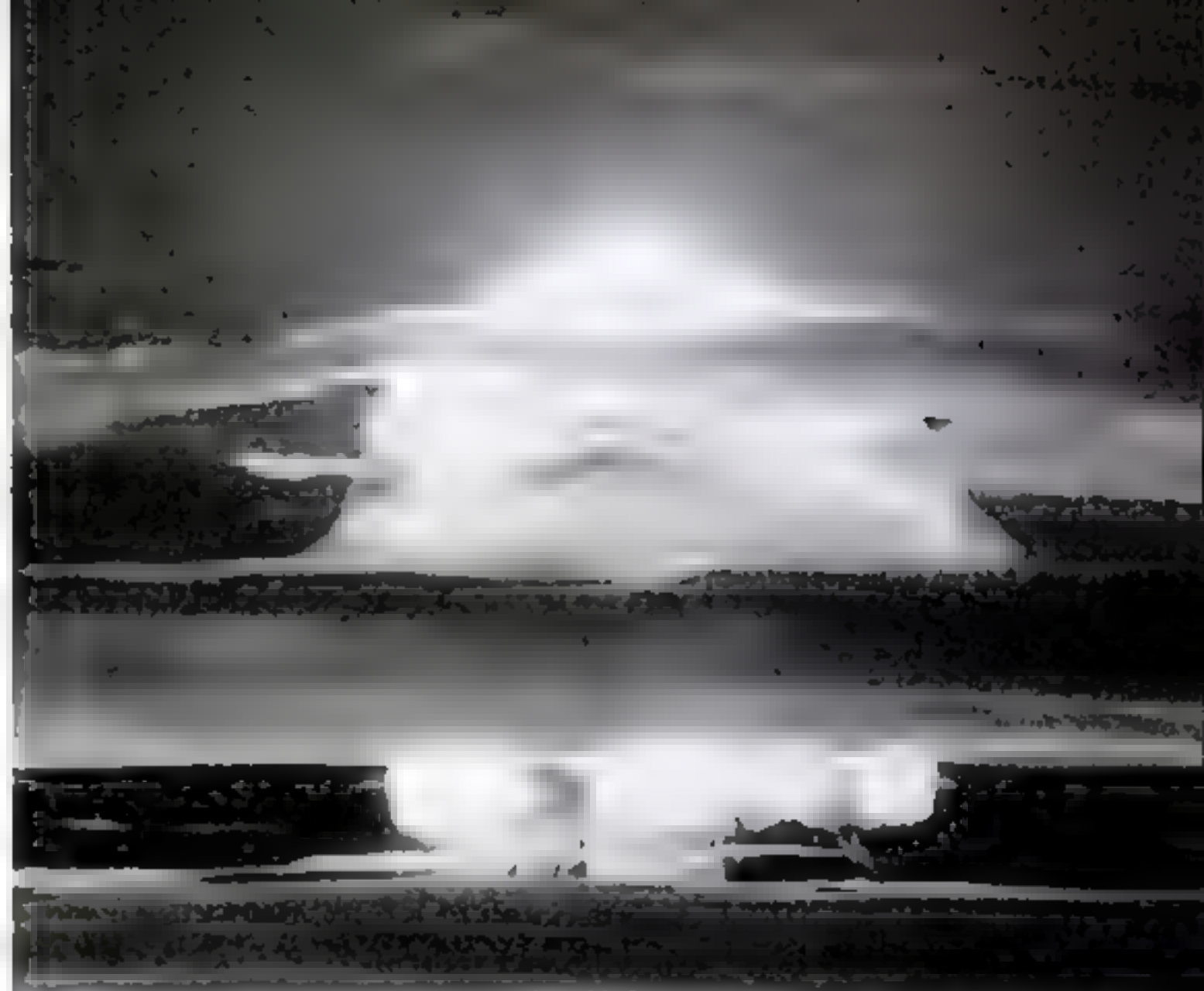
BLAST COULD BE PREVENTED if necessary by pressing a button to turn off the firing system.

BUT THE FIRST H-BLAST STARTED ON SCHEDULE →





THE MASSIVE FIREBALL bulges at the edges as it begins to expand (top), then pushes out a hemispherical shock wave which continues to ignite the air (center) until it disintegrates into a strange geometrical pattern of spots and loops, caused, perhaps, by variations in the strength of the explosion (bottom).



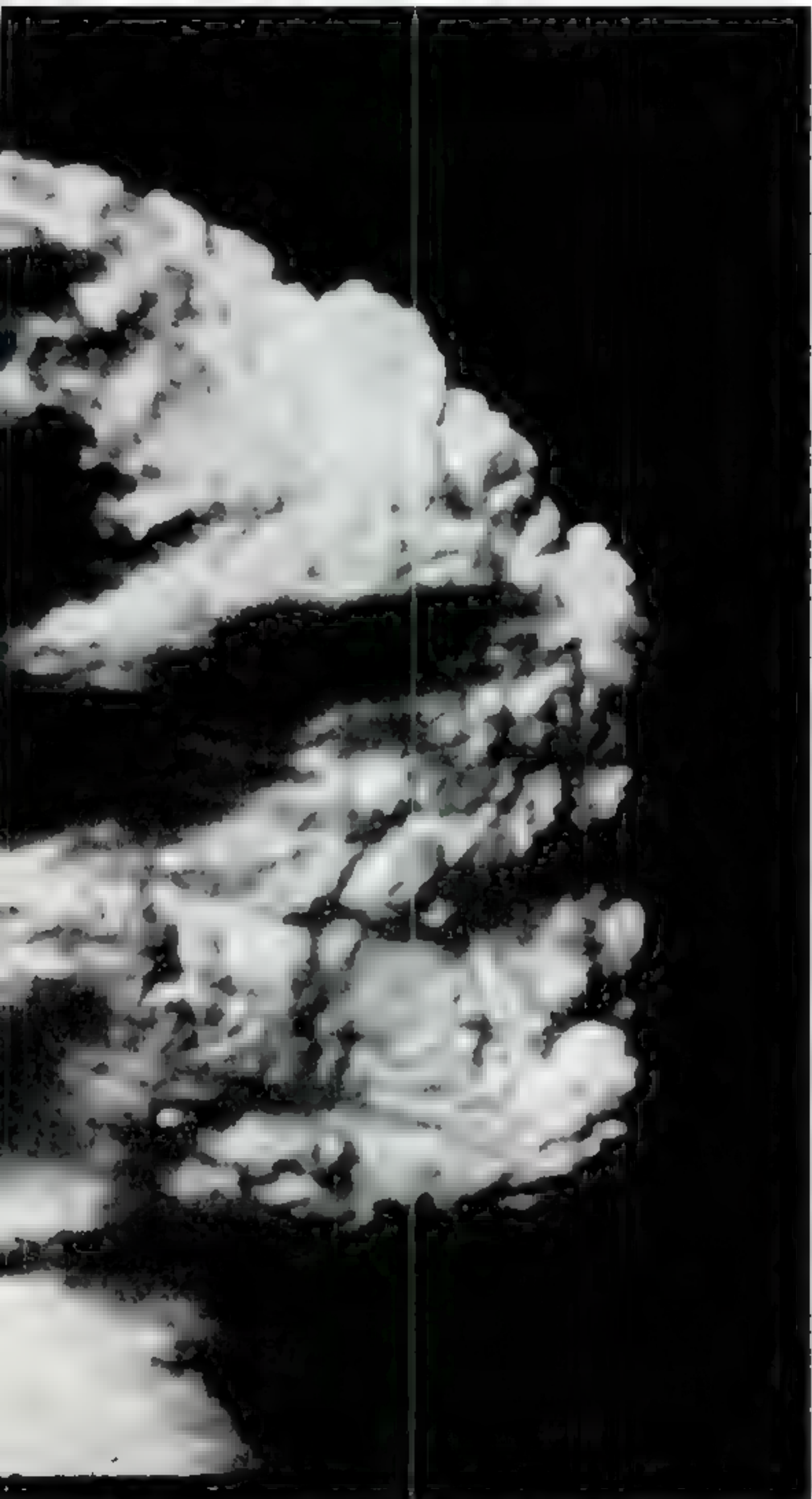
ROCKET TRAILS pierce base of fireball to measure blast. Then, as



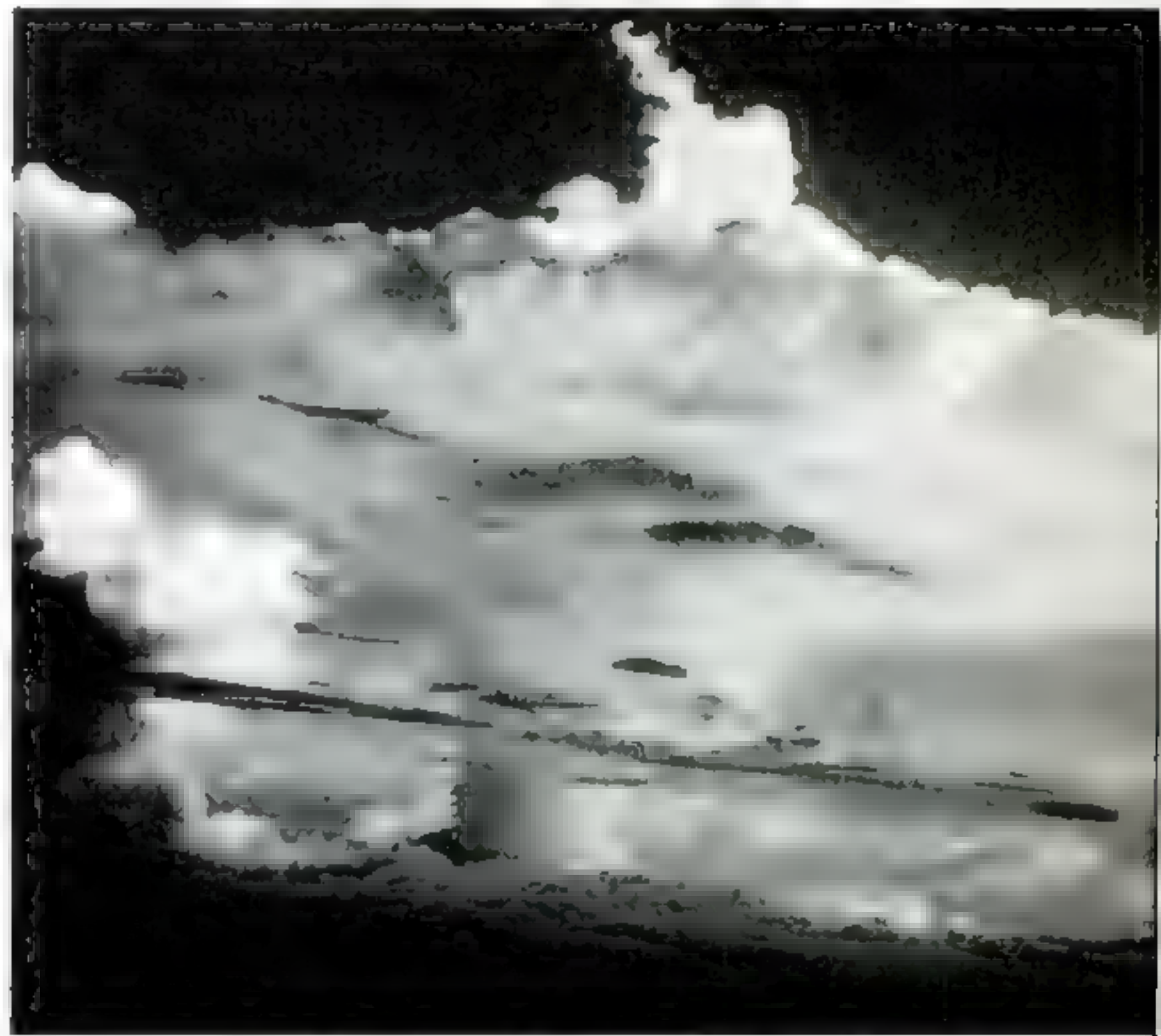
A SINISTER CLOSE-UP shows the poisonous cloud surging up into



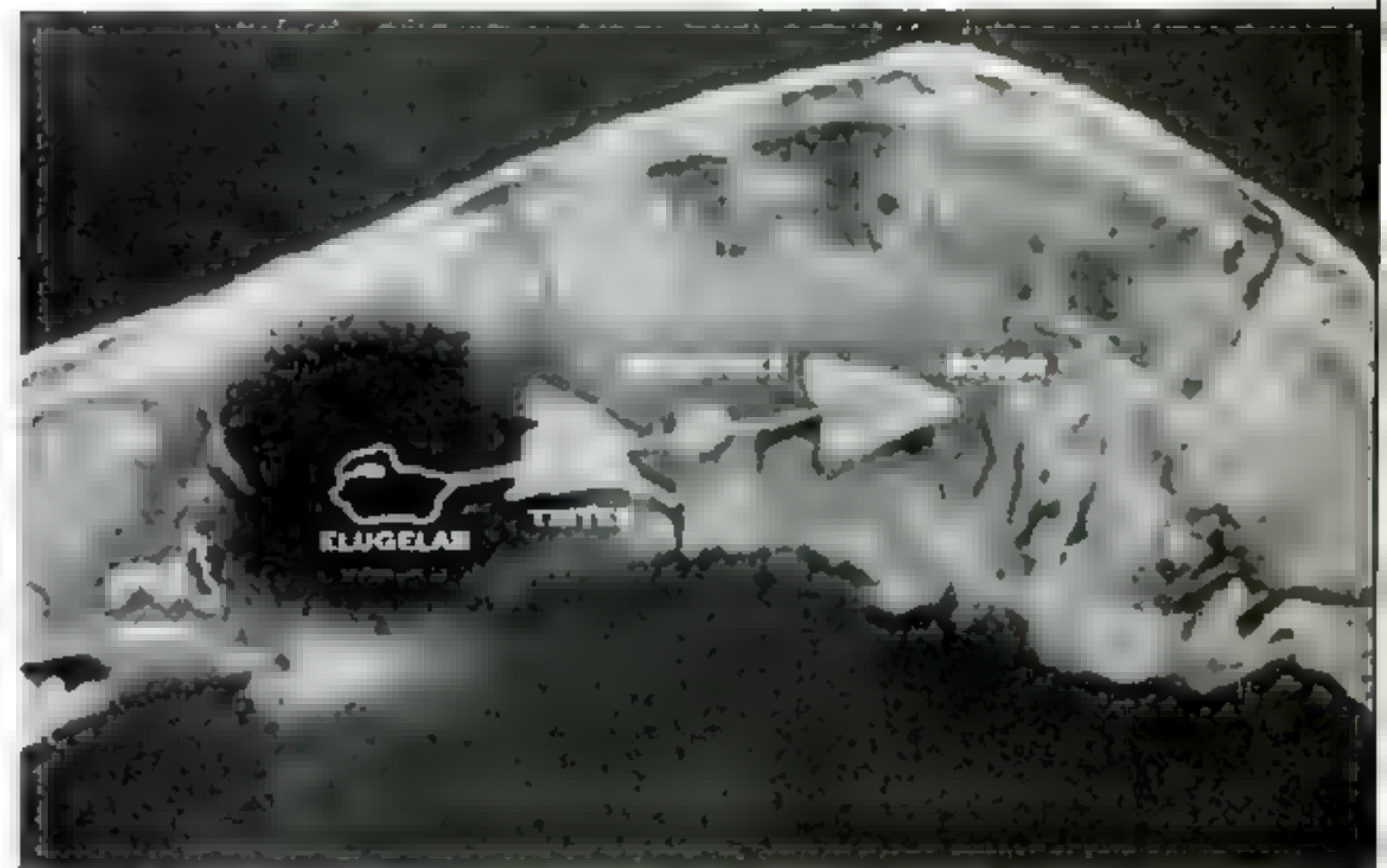
BALL RISES, IT IS BRIEFLY SHROUDED IN A CLOAK OF ICE CRYSTALS BEFORE SPREADING OUTWARD INTO THICK-STEMMED, BOILING MUSHROOM CLOUD



THE STRATOSPHERE, TURGID WITH THE REMNANTS OF ELUGELAB ISLAND



STEM APPROACHES ITS 25-MILE HEIGHT, MUSHROOM ITS 100-MILE WIDTH



THE MISSING ATOLL, Elugelab, left a mile-wide crater between Sand and Tetter, parts of which were also carried away by the blast. The crater, 175 feet deep, is filled with sea water. All the neighboring islands were swept clean of all recording instruments except those that were housed in concrete bunkers

ALL PLANS TO EVACUATE CITIES FACE STAGGERING DIFFICULTIES

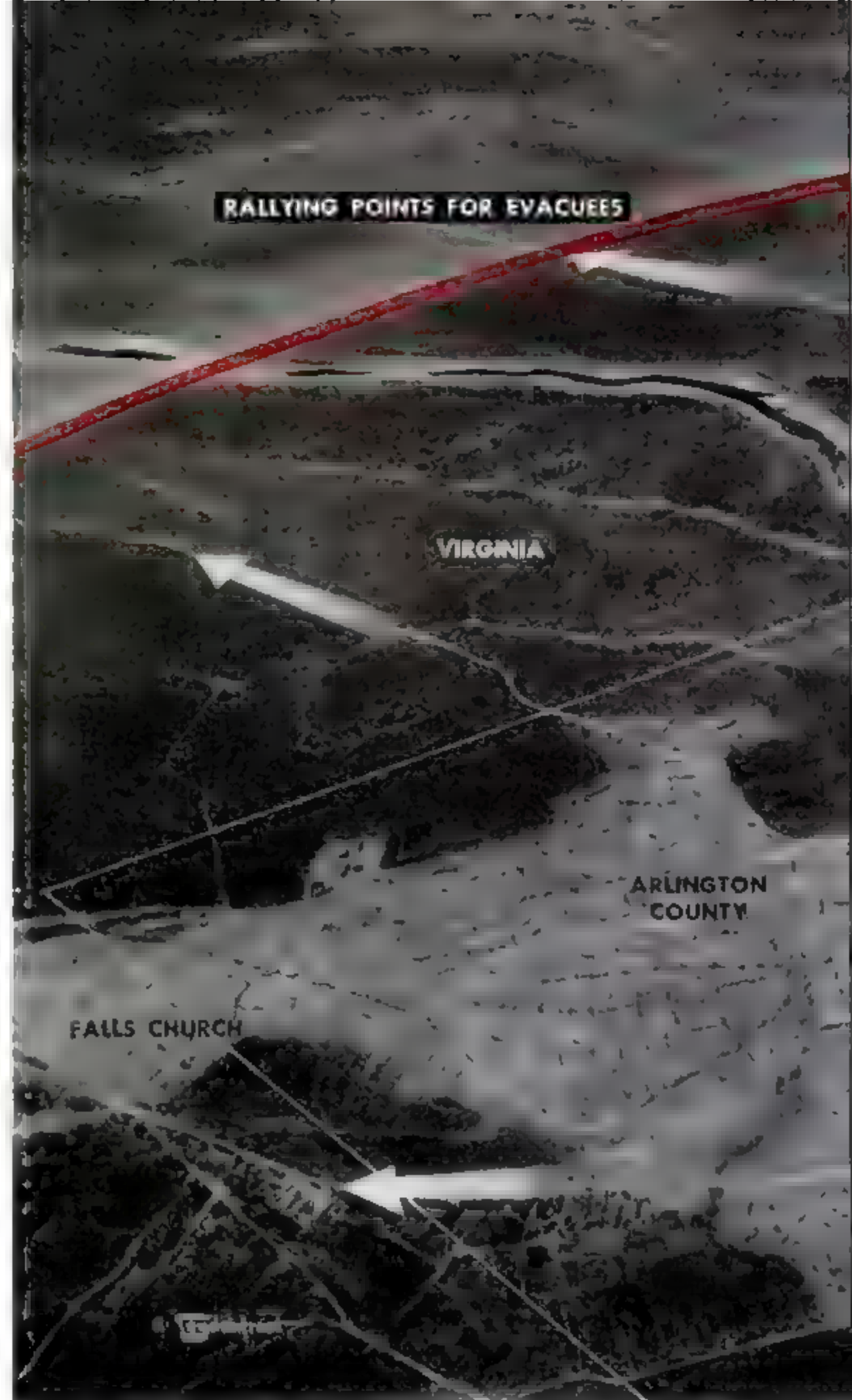
The device which vaporized Elugelab also obliterated all previous plans for U.S. civil defense, which were based on estimates of A-bomb damage. As fragmentary reports of the explosions arrived from the Pacific, state leaders asked the Civil Defense Administration in Washington what plan they should now follow to protect urban populations. Lacking information on the power and damage of the new bombs, CDA could not answer.

Then a few details were announced. The 175-foot crater gouged out by the 5-megaton Ivy weapon indicated that underground shelters would be crushed over a wide area. The 15-megaton March 1 bomb produced total destruction four to five miles from ground zero, instead of the A-bomb's one mile. Moderate damage extended 10 miles. The H-bomb could ruin any city and those considering plans are concentrating on evacuation.

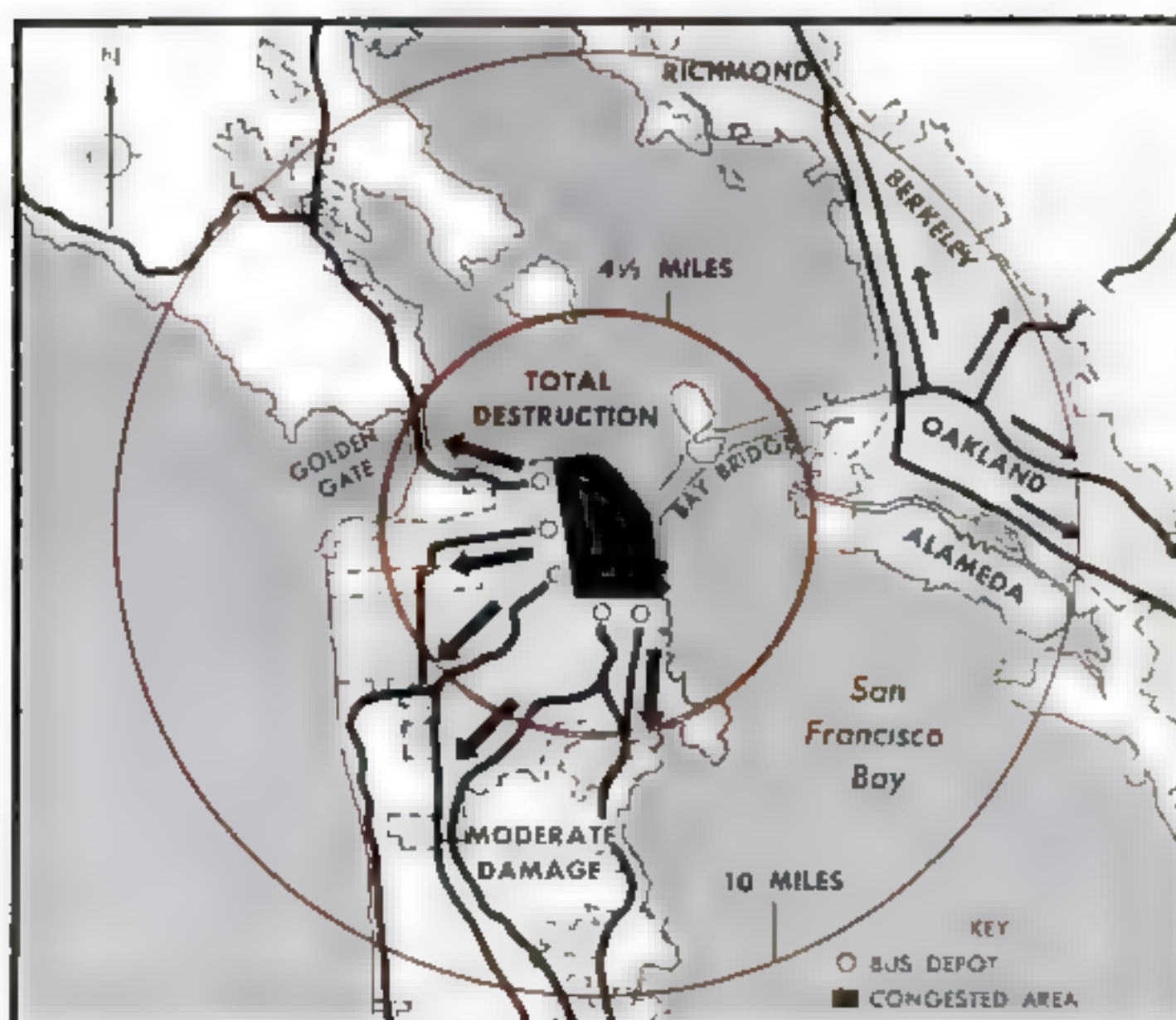
CDA has formulated a few principles of evacuation, shown applied to Washington, D.C. in the drawing at right. In the densely populated downtown area, traffic would be halted and people would walk outward to a loading perimeter, board assembled buses and streetcars to be carried out of town. People in residential and suburban areas could move outward on foot or in prearranged car pools, clearing the area for the passage of those coming from downtown. Following many routes, the population would gather at rallying points and receive aid from nearby towns.

Though some cities have started to work out plans (*below*), the problems of evacuation are so manifold that no major city in the U.S. will be prepared to move its people for at least a year. Before formulating plans, detailed urban studies will be necessary to answer the most basic questions: If all available buses and streetcars were dispatched to the loading perimeter, could they handle the crowds? Are there enough ambulances to evacuate bedridden hospital patients? (Washington ambulances can accommodate 60, but there are normally 3,600 bedridden in city hospitals.) How many trains can the city's railroads assemble and dispatch within two hours? There are a thousand other details to be assessed. Fundamental to any planning is some assurance that there could be several hours' warning. Some civil defense planners believe attack could come so suddenly that evacuation would only expose everyone to the blast.

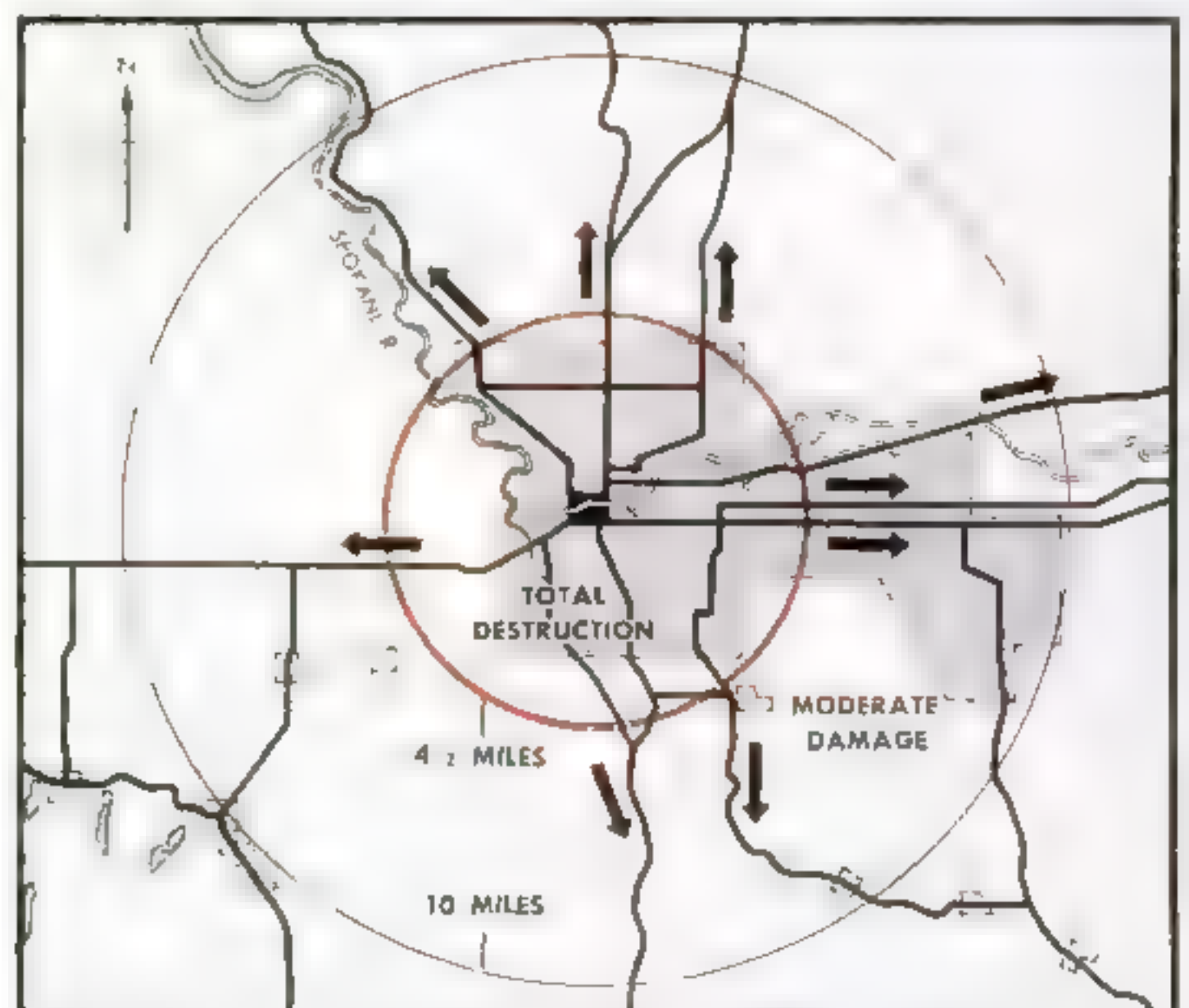
But far more serious than these problems is the prospect of panic. Evacuation would have to be carried out with military precision. Men's natural desire to reach their families, or to pile them into cars and go, would have to be curbed or traffic would be snarled hopelessly. To achieve discipline an urban population would have to be drilled like an army.



PRINCIPLES OF EVACUATION are shown in drawing of Washington, D.C. A 15-megaton bomb falling near the White House would destroy everything out to first red line (1½ miles). There would be heavy to moderate damage up to 10



SAN FRANCISCO, surrounded on three sides by water, is particularly vulnerable to H-bomb attack. Its citizens must escape over two bridges and four highways. Present plans call for evacuation on foot of people in congested area to bus depots to south and west. Given an hour's notice, 1,350,000 people in city and environs might be gotten out to surrounding counties. But to insure shelter, city families should make their own advance arrangements with county families.

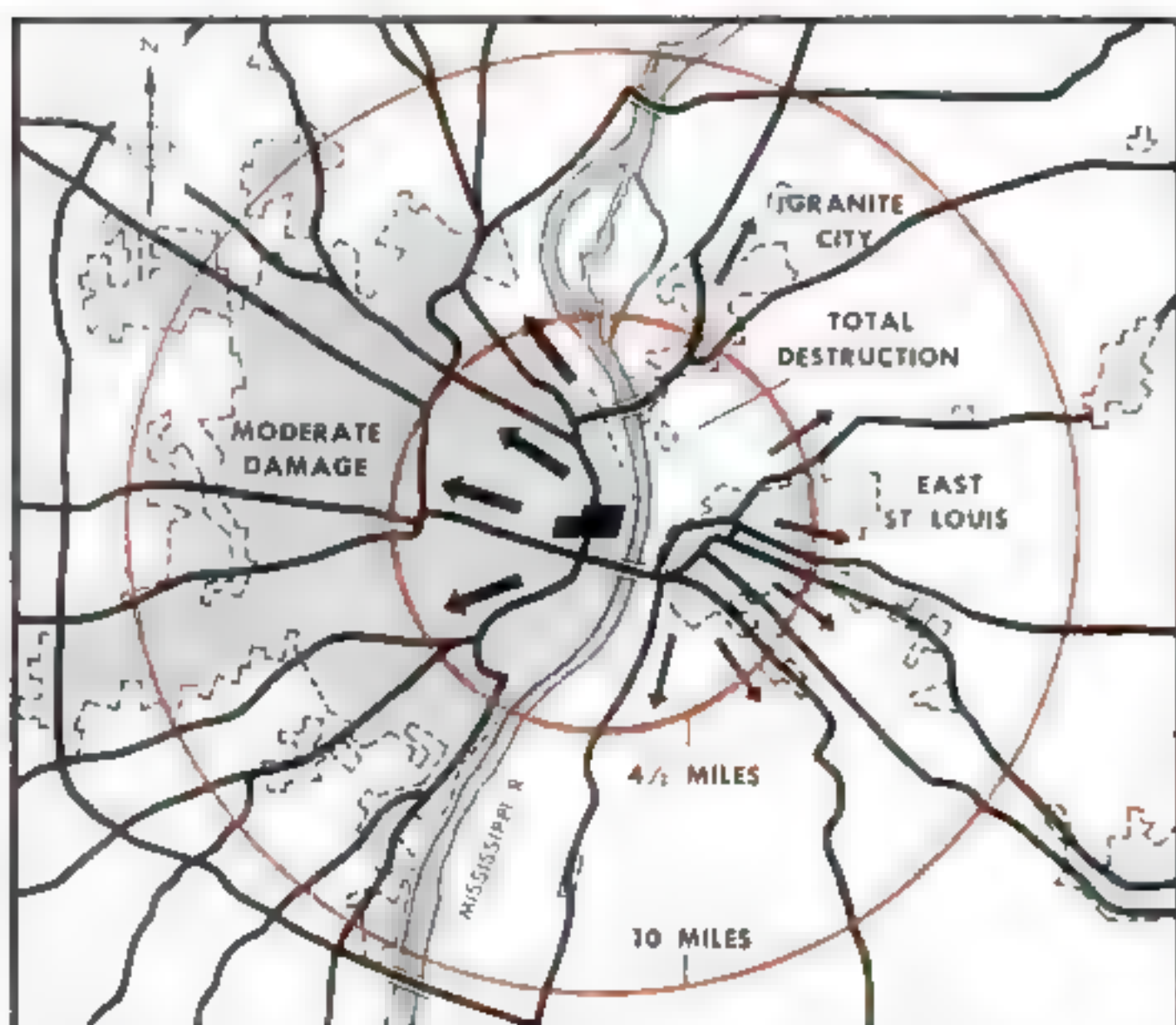


SPOKANE has set up its defense plan better than most cities. They call for evacuation on foot from the business district to a loading perimeter where buses would offer transportation to selected suburbs. People in the residential area would drive three miles out. The city has agreements with nearby communities to house its 216,000 evacuees. But Spokane has planned only for an A-bomb attack. The H-bomb's destruction would destroy its present dispersal points.

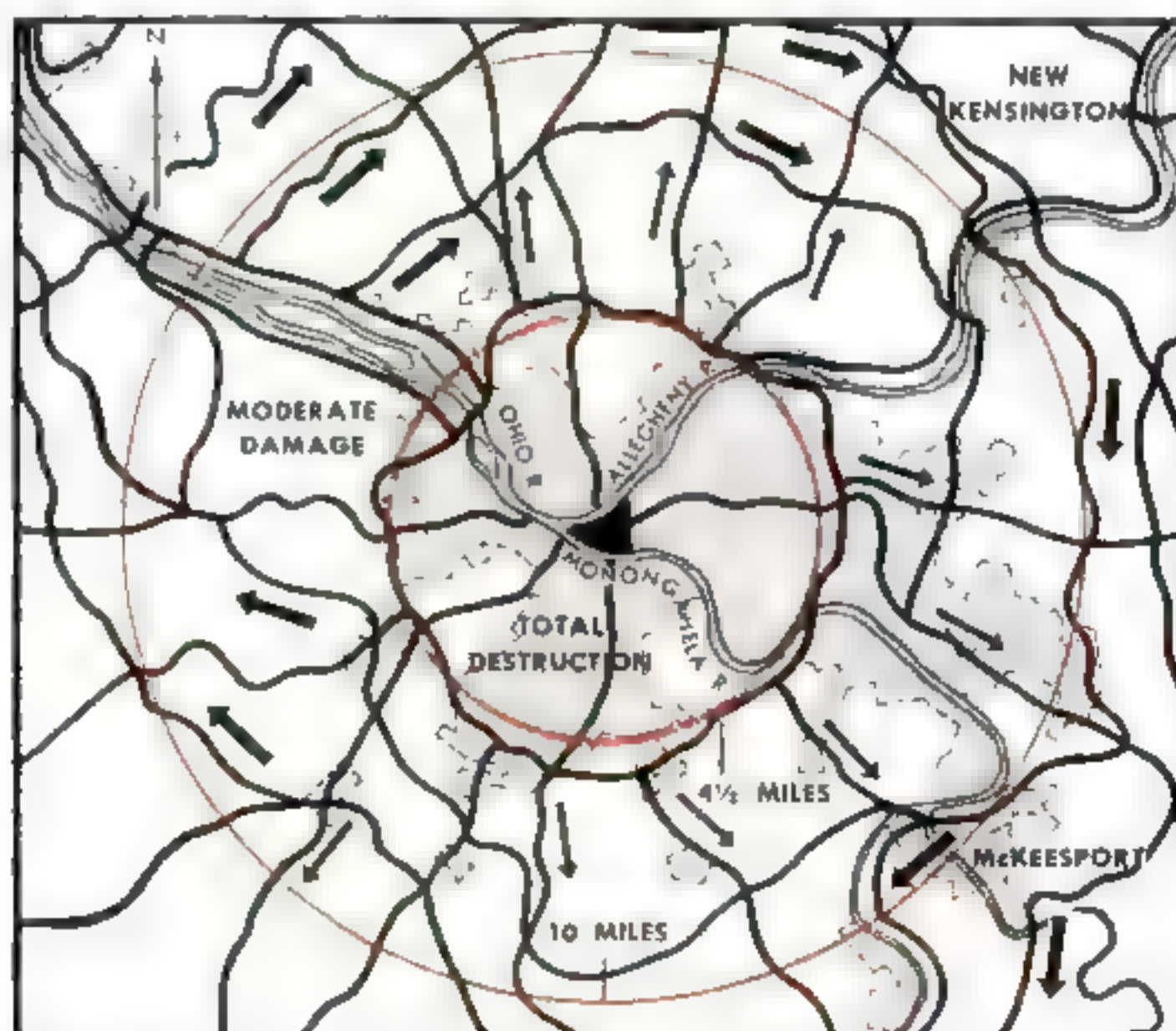


miles. Two thirds of the daytime population of one million are within the loading perimeter. But the available 987 buses and 177 streetcars could, with a two-hour warning, handle only about 115,000, so most people would have to follow

prearranged pedestrian routes. Potomac bridges might evacuate many through Arlington, whose 45,000 autos could theoretically move its population. At rallying points at the outer ring evacuees would be given help and sent on to shelter.



ST. LOUIS is exploring means of dispersing 1,300,000 people. Since traffic over Mississippi River bridges would be snarled, bulk of evacuees should move to the west, though some should go in other directions to insure best possible dispersion. Main radial streets would be made one-way streets, going out of town. But since any such operation would require far more warning than could now be given, St. Louis, like most American cities, has made no detailed plans whatever.



PITTSBURGH has not decided on evacuation procedure but has worked out a belt system of roads which run across main arteries and link the city's suburbs. Though they add distance to the trip out of town, they save time and congestion. The largest of these belts is some two hundred miles long and rims the entire county. Until their plans are solidified, however, officials feel that Pittsburgh's 1,056,000 people would do best to sit tight in case of an attack.



COMPARATIVE CLOUDS from atomic and hydrogen weapons are shown superimposed. The cloud from the first

Bikini A-bomb rose 30,000 feet, reached several miles in width but was dwarfed by clouds of Ivy and March 1 blasts.

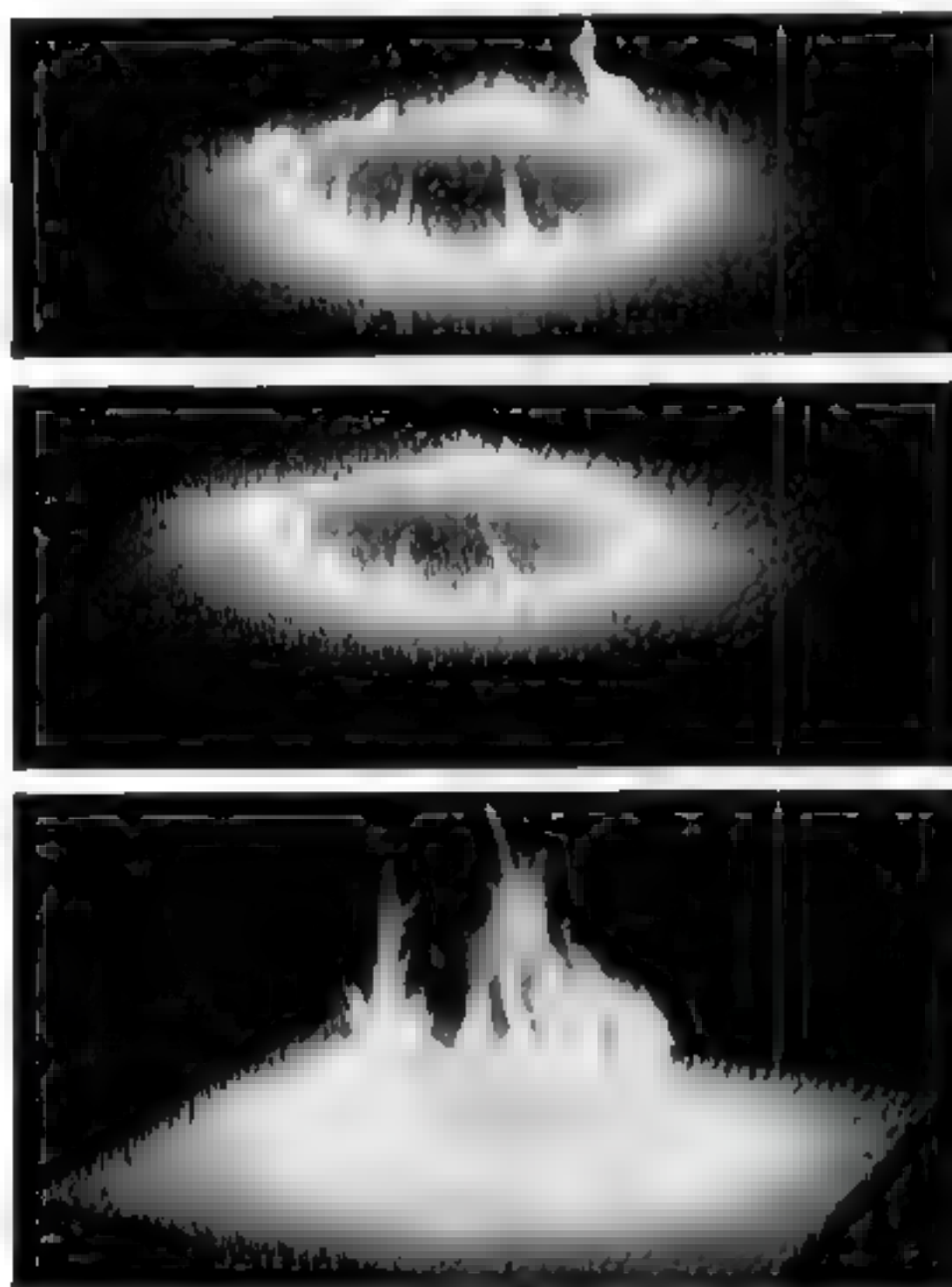
WORLD WONDERS ABOUT POTENTIALITIES OF BOMB

At the Bikini atomic bomb test in 1946 a Russian observer deprecated the whole operation. "Not so much," he said. In the light of what is now known of Operation Ivy and the bigger blast touched off on March 1, the Russian was closer to the truth than he knew. Last week a wondering world was trying to assess the significance of the new superweapons. Newly released information about the Ivy shot shows that the shock wave could pulverize anything within a three-mile radius and damage every structure within seven miles. Its heat flash could start fires over much of the damaged area, causing a wildfire storm like the one demonstrated below. It could spread radioactive dust to be carried from continent to continent by globe-girdling winds. Radioactive snow fell on Montana last week, and radioactive dust on Massachusetts, probably as a result of the March 1 blast. The radiation was harmless, but the explosion of 100 or 200 H-bombs in a short space of time might well raise new questions about pollution of the atmosphere. Although it is inconceivable that any nation would try, it is possible to make doomsday come to pass by seeding H-bombs with large quantities of cobalt. The cobalt would turn into a radioactive isotope, so long-lived that it would circle the globe again and again

killing people by the millions. Of course it would also come back to kill those who exploded the bomb.

One of the most significant facts about the H-bomb has now become known: it can be made smaller—i.e., more easily "deliverable"—and much more cheaply than previously thought possible. And there is no known practical limit to the area of destruction. Both in the U.S. and U.S.S.R. the effect of the H-bomb was compared to great natural catastrophes (right).

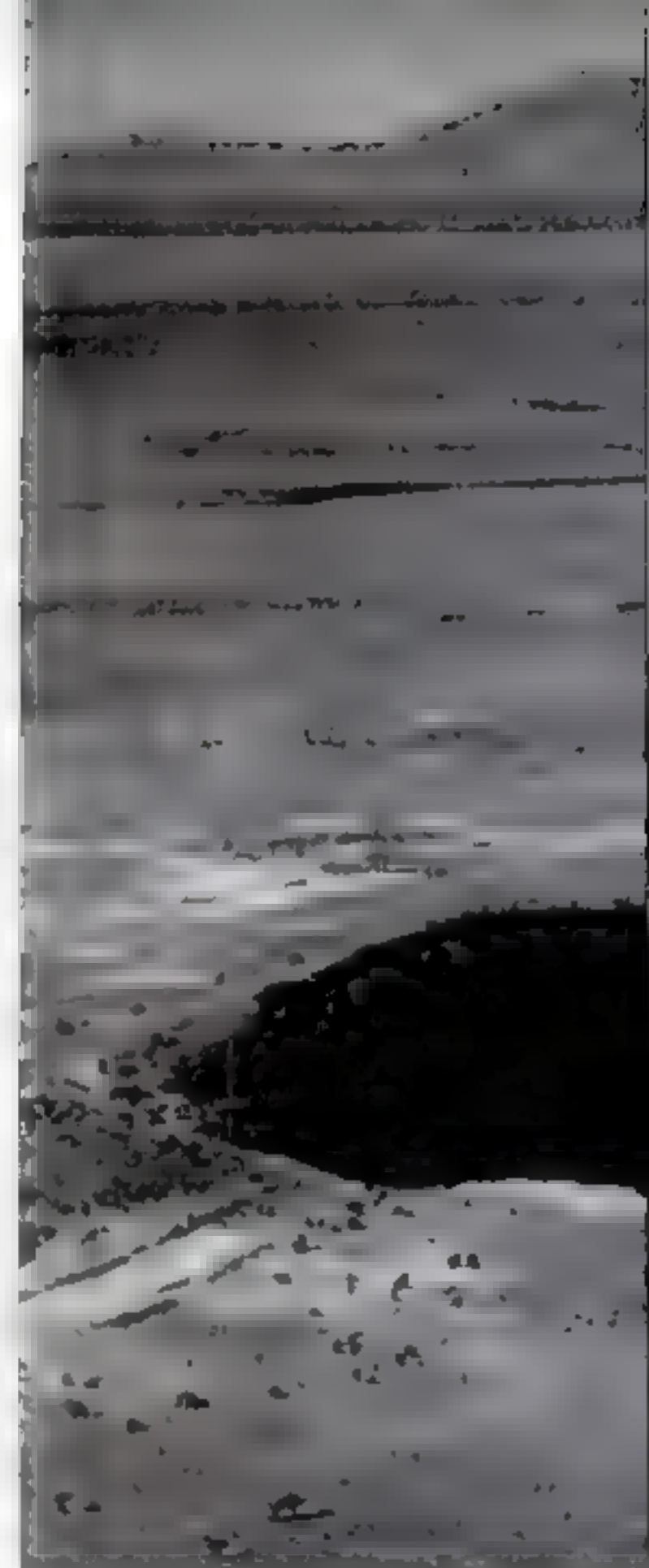
Western Europeans, for the most part, received the news of Ivy in a fatalistic mood. TIME-LIFE Bureau Chief Eric Gibbs cabled from Paris, "Whether or not the French like what goes on in the hell's kitchen of nuclear research, they know there is nothing much they can do about it." But there was a terrible shock in England. Prime Minister Churchill was hard put to maintain control of the House of Commons, but his real trouble was not so much with Labor's left wing as with British public opinion itself. London Bureau Chief Andre Laguerre cabled, "A wave of hysteria, which could easily grow to disastrous proportions, is sweeping Britain. There is no debate—only what the *Economist* calls 'a mood of alarm and bewilderment . . . the worst of all moods in which to pass sweeping judgments or to take fateful decisions.'"

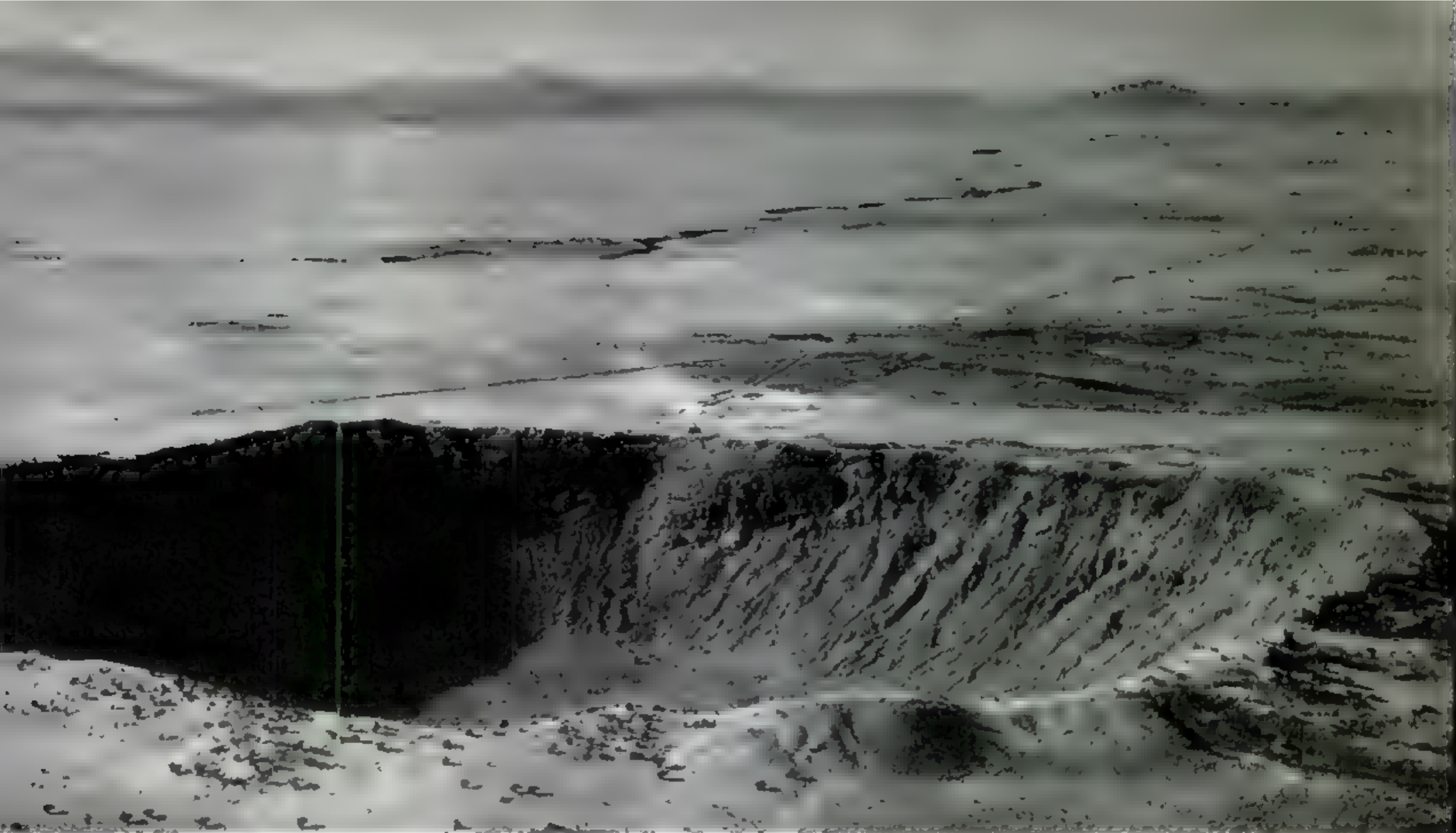


DEMONSTRATION OF FIRE STORM, which might follow an H-bomb explosion, was worked out by Engineer Ralph Healey of the New York Telephone Co. using 2,000 candles. Fires started by bomb (top left) would heat air



over city, cause it to rise. Cool air from outside is pulled in under the warm, fanning the flames inward, lighting further fires (center and bottom) to perpetuate the blaze. If unchecked, fire would consume everything within ring (right).





U.S. COMPARISON The 12-mile Arizona crater (above) made by meteor about 50,000 years ago has nearly same diameter as Ivy crater, one mile. Snake territory shows size of crater, which is about 600 feet deep. Ivy's crater is only 75 feet deep because most of weapon's power was expended up and out.

RUSSIAN COMPARISON Ivy bomb was cited by newspaper *Red Star* which recorded meteor Tunguska. The largest recorded firestorm is the one that burned 50 square miles of forest (above) in Siberia in 1908. Any Ivy bomb now known, however, would not incinerate that much territory unless it made its own fireway.





WHILE THESE MEN GUARDED STORE PARKING LOT, THE SMASHER CRACKED A DOZEN WINDSHIELDS

A NEW LOOK FOR WINDSHIELDS

In Bellingham, Wash. 1,500 cars are damaged by ghostly little pellets

Bellingham, a trim little city of 34,000 people in northwest Washington, danced like a man beset by bees. Someone was cracking auto windshields; in one short week, 1,500 of them plus assorted store and house windows had been pock-marked. The magnitude of the shenanigan—whole parking lots splattered at a time—dwarfed the known destructive capacity of the small boy armed with a slingshot, the normal suspect in such cases.

With ghostly regularity the tiny pellets flew through the air and glass cracked, sometimes as

cars were in motion. But drivers failed to see how the deed was done. The phantom respected no one. Jugged, ugly stars suddenly appeared in the windshields of police cars. Angry businessmen stalked one another, but the glass kept breaking.

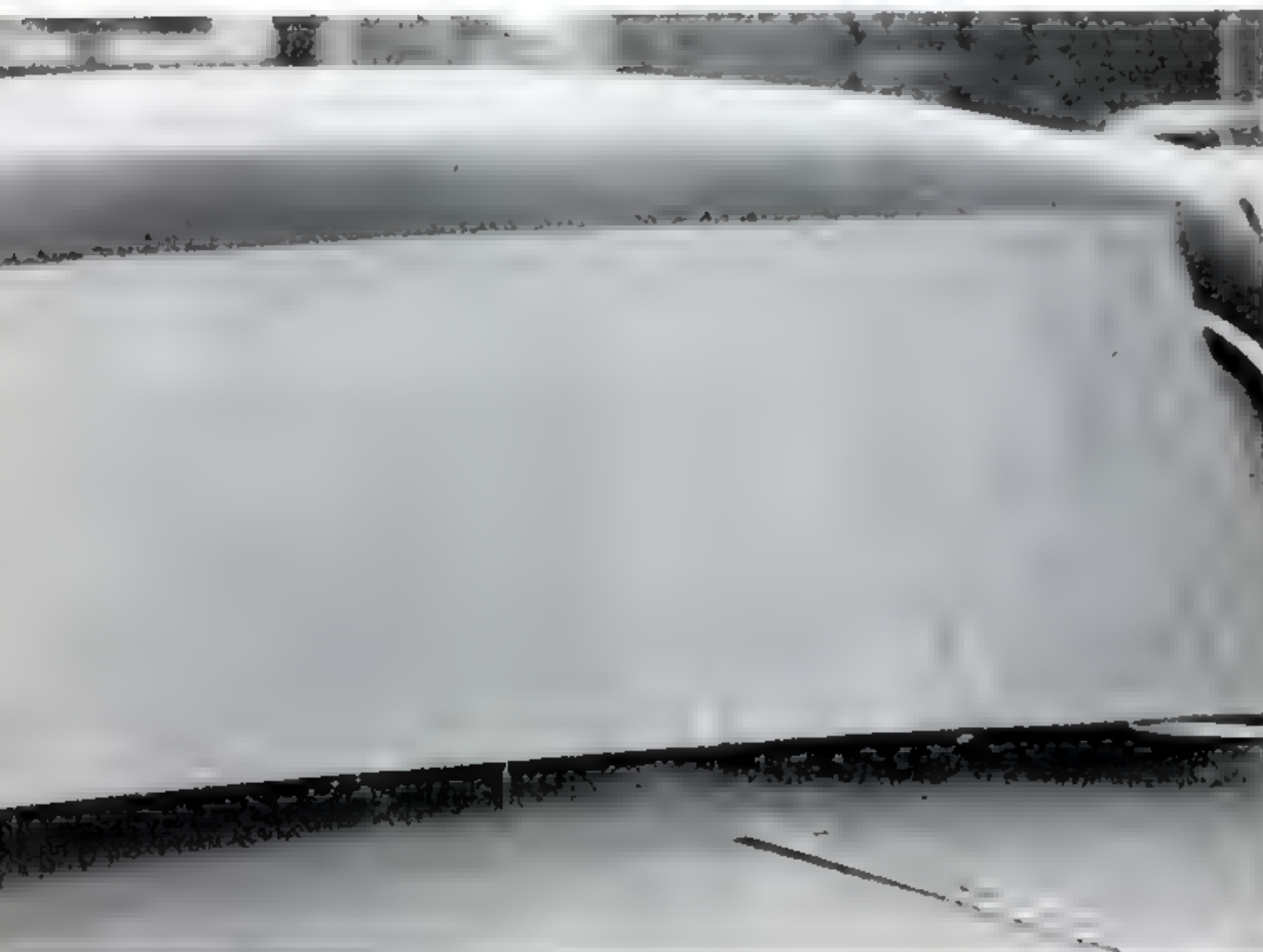
In calmer moments the police, who made tests of presumed weapons, were sure that someone using a scatter air gun from a moving car was the culprit. But as the damage mounted, Chief Bill Breuer was close to muttering officially a word that unofficially was on everyone's lips—ghosts.



CRACKED TRUCK WINDOW was hit while driver Bob Gainer (left) was at the wheel. He thought attack might have come from a Ford he saw down the street.

DEFENSIVE MEASURES for parked cars included covering windshields with mats, plywood and newspaper sheets. Even better were well-guarded downtown garages.





TEST PROJECTOR powered by pressure from tire was built by a prisoner in jail as suggestion to officers investigating how attacks were launched,



TEST WINDSHIELD is inspected by Detective Art Moreau. Police fired pellets at glass to determine range and force of the phantom's pellets.



PROBABLE WEAPON, say police, was BB-gun barrel attached to compressor in spark plug socket fired from moving car. Pellets fed through funnel.



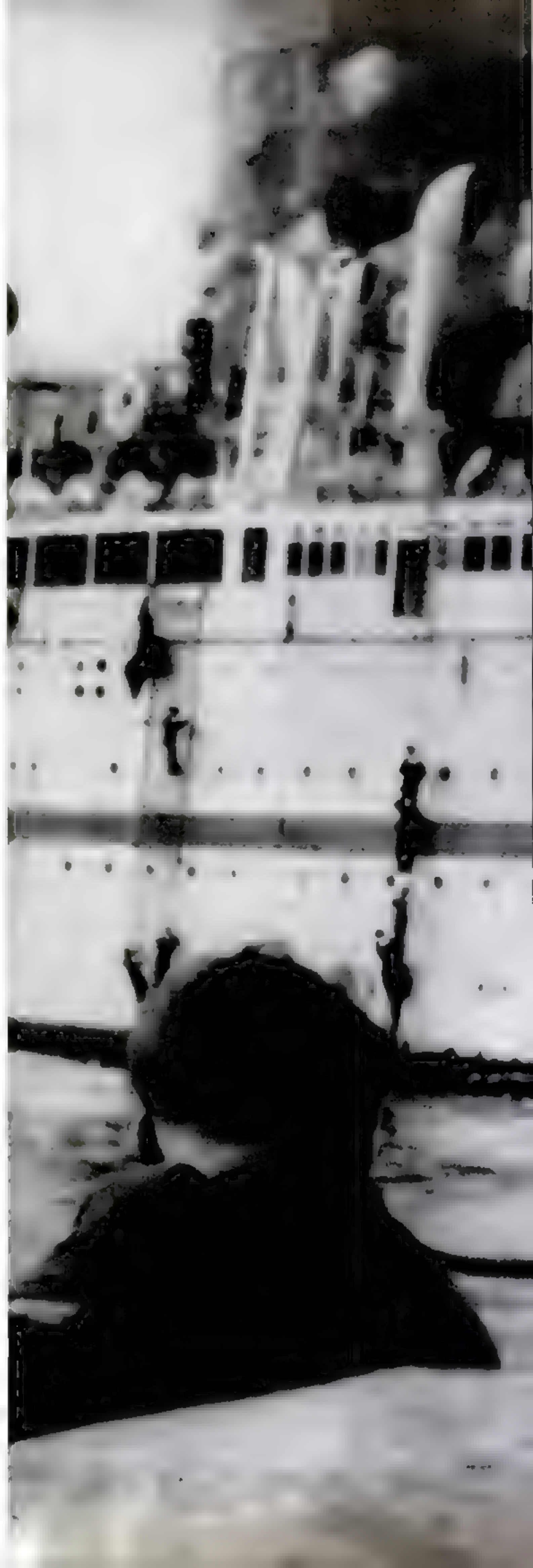
UNPERTURBED PASSENGER, a Royal Navy captain in full uniform, ambles smilingly down deck carrying a life jacket before going overboard into the sea.

COOL WORK IN A BLAZE

All passengers escape from a burning troopship

The 14,651-ton British troopship *Empire Windrush* was steaming serenely past Algiers last week on the last leg of her voyage from Japan. Most of her 1,500 passengers and crew were asleep when an engine room explosion sent flames streaking through the ship. Groping their way through swirling smoke, the passengers calmly obeyed the shouted commands of the ship's officers. All women and children were lowered away in lifeboats, and from one a passenger took the dramatic picture at right of some of the 750 men who had to jump or crawl down the blazing ship's side into the water. Rescue ships, which came quickly, picked up all but four crewmen, who were killed by the explosion itself. The *Windrush* foundered and sank, but what might have been a terrible maritime disaster turned out instead to be one of the most remarkable sea rescues of all time.

MEN SCRAMBLE INTO WATER AS A LIFEBOAT (FOREGROUND) PULLS AWAY →





AN AGENDA FOR THE HYDROGEN AGE

The arrival of the hydrogen age means that the great questions raised by the Hiroshima bomb of 1945 must be threshed out all over again—not necessarily to the same result. Is it true, as Lewis Mumford claims, that “what seems like unlimited power has become impotence?” Is the strategy of retaliation as realistic as it seemed before March 1? Since they are virtually indefensible, should our great cities be abandoned? These are newly legitimate subjects of argument and quite possibly matters of life and death for what Malenkov now calls “world civilization.”

Americans have a lot of thinking to do about the hydrogen age, and will have for some time. A good place to begin is to think about what foreigners are thinking. The psychological tremors set up abroad by the March 1 test were almost all antagonistic to the U.S. The Japanese, who still fish near the enlarged Bikini danger zone, raise sharp questions about one of our own old causes, the freedom of the seas. Some West Germans say the U.S. reminds them of “our old Kaiser. You say no and rattle not a saber but an H-bomb.” The British people are in a pre-Munich mood. Amid the clamor Nehru, with a four-point program for a “standstill” agreement on H-bomb experiments, sounds almost calm.

The widespread demands that we call off the Bikini tests spring partly from the erroneous belief that the scientists cannot control them. They can, of course. The atom is not what Nehru likens it to, “the genie that came out of the bottle, ultimately swallowing man.” It is a morally neutral instrument of destruction, not an autonomous agent of doom, and the knowledge that released it controls it still. If in panic we acclaim it the sole arbiter of life and civilization, we surrender the power of sound decision when we need sound decisions as never before.

But not all foreign alarm is thoughtless by any means. A fortnight ago Sir Winston Churchill warned a hushed House of Commons of the “stupendous problems and perils comprised in . . . atomic and hydrogen development. I only hope and trust that the nation and thinking people in it will not in any way underrate the overwhelming consequences. . . . They fill my mind out of all comparison with anything else.” When he said this his voice was breaking, and it was not from old age. His island is peculiarly vulnerable to the H-bomb. So therefore is his government. A week later this greatest spokesman of Anglo-American unity almost crumbled before a hail of questions from anti-American Laborites; he had to confess that he was powerless to influence U.S. atomic policy, that he was even forbidden important information about it by our laws.

That is the most galling fact to all self-respecting Europeans: they are excluded

from the decisions to be made about the H-bomb, even though these decisions may mean their life or death. Anthony Eden, whose voice has been the coolest in England during the recent near-hysteria, was at pains last week to give Europe reasons why the H-bomb has *not* made obsolete all Europe’s own efforts toward unity and strength. It was uphill work, for he is combatting not only human sloth and fear, but that fateful belief to which President Eisenhower directed his U.N. speech in December: the belief that “two atomic colossi are doomed malevolently to eye each other indefinitely across

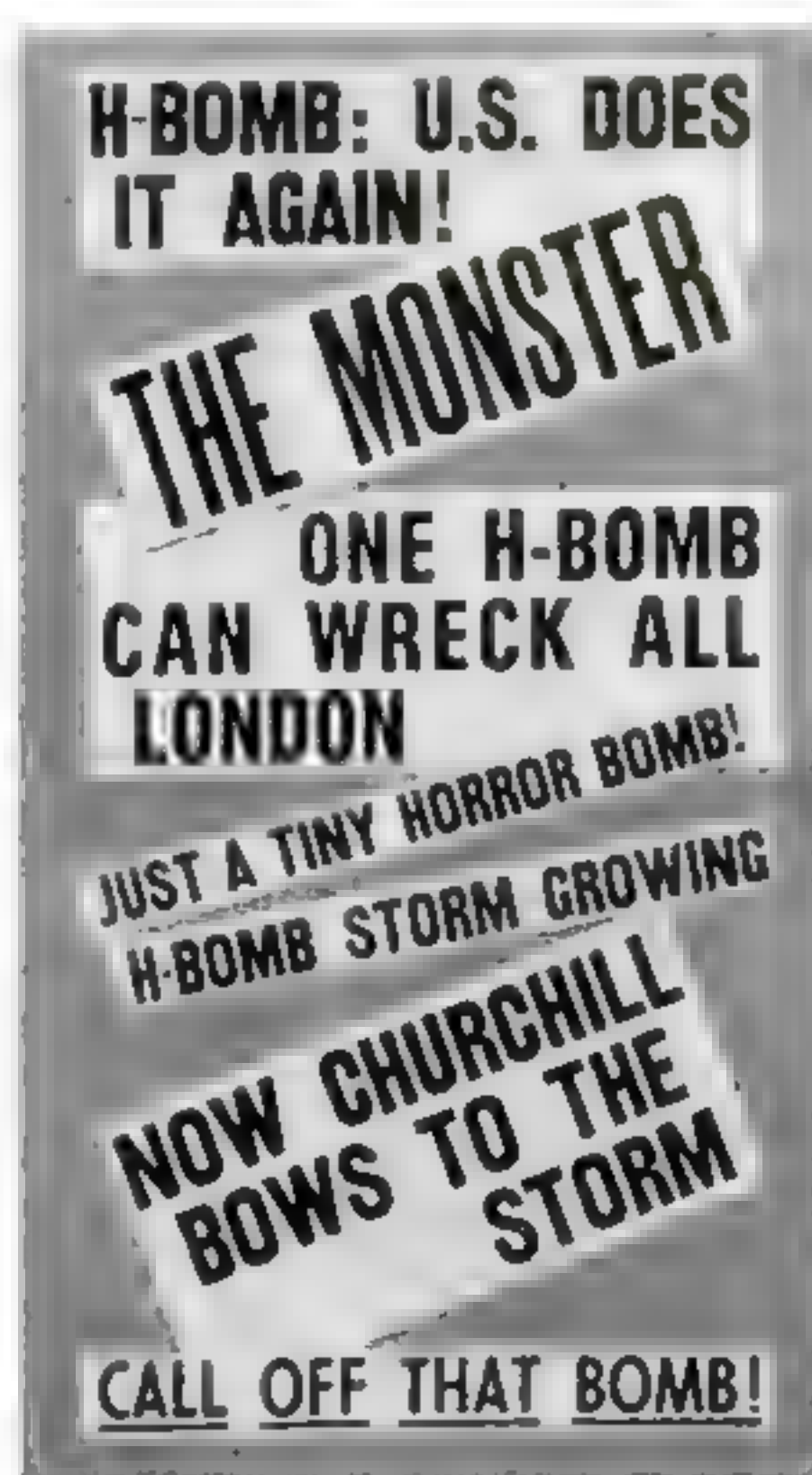
potential mass massacre? Every people, perhaps especially Americans, will need to argue out a public philosophy of adjustment to the constant presence of this vast *memento mori*, just as every individual has (or needs) a private one.

Almost as stupendous is the political problem. The oldest of all political questions, how to guard the custodians of power, has an altogether new dimension. The heart of the only trustworthy solution, first suggested in the Baruch proposals of 1946, has been international inspection. Except in the unlikely event that a better solution is proposed, the U.S. will have to find a new way to frame and urge this solution, hoping against hope that the Soviet regime is also ready to adjust to the hydrogen age.

But many not-so-stupendous problems also now have a new urgency. The information control section of the Atomic Energy Act has been scarcely amended since it was written in 1946 on the antique assumptions of a U.S. atomic monopoly. The President has asked for amendments which would enable us to impart to our NATO friends a little more information about the use of atomic weapons. They should be passed at once, or there will be more and more scenes like the one that embarrassed Churchill. As to secrecy, there is also grave question whether the American people are allowed enough information to participate in the decisions of the hydrogen age.

As for our announced policy of “massive retaliation,” the H-bomb serves mainly to emphasize one fact about it: necessary though it is, it cannot be more than temporary. A world of two malevolent colossi is one in which none of this nation’s political ideals can make itself at home. It is not a world of law nor is it a world of pluralistic balance in which freedom can thrive. It is a desperate world of survival, which requires us to be steadfast, but it also requires us to be politically creative, so that this world can change.

What kind of change? The H-bomb won’t tell us. We had better consult the same long hopes and bold dreams we had before it came. Americans have a considerable non-military agenda, both at home and abroad, for the improvement of the human lot. It includes the spread of economic freedom and the raising of real incomes throughout the free world, a start toward which was outlined in the Eisenhower economic message of last week. It includes making our farm policy rational and pacifying the Middle East. It includes the spread of hospitals and schools, of roads and houses, of justice and law. The H-bomb, so far from interrupting this agenda, ought to lend us sobriety and resolution in working at it. The avoidance of a hydrogen war is merely a precondition of civilized life, not a substitute.



HEADLINES SHOW THE BRITISH PRESS REACTION

a trembling world.” Every event that feeds this belief helps to demoralize and undermine the Western alliance.

It cannot be said that our worried friends have come up with any constructive plan for dealing with the new crisis. But neither have we. And the burden of proving that there is hope for civilization rests on us who have the power to destroy it.

What can we do? First of all, keep cool—as cool as Anthony Eden, who reminded Englishmen that the bomb is a deterrent that lessens the chances of war as well as of aggression. Second, distinguish between the really “stupendous” problems, which will take time and much high-level effort, and those within our grasp today.

The most stupendous problem is philosophical: can mankind pursue its familiar ways of thought and feeling in the face of



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An Easter Honey

BAKER'S CHOCOLATE CHIP HONEY COOKIES

Use recipe for Chocolate Chip Cookies on the back of the Baker's Chocolate Chips package. Substitute $\frac{1}{2}$ cup honey for sugars. Use $\frac{1}{3}$ cup shortening, and increase flour to $1\frac{1}{4}$ cups. Delicious — you'll love them!



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PRINCE 105 TT, WEARING AN ORCHID CORSAGE, IGNORES OTHER GUESTS AT HOTEL RECEPTION TO NUZZLE A BULL CALF, ONE OF HIS 600-ODD OFFSPRING

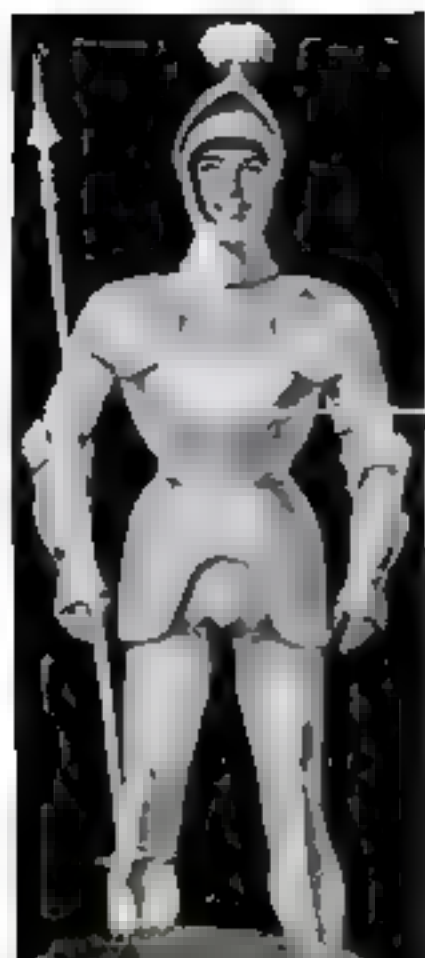
BULL IN THE BEDROOM

Prize sire gets prize treatment in governor's suite of Texas hotel

The mild-mannered gentleman above, showing his son the creature comforts of the Blackstone Hotel in Tyler, Texas, is Prince 105 TT, the world's most valuable beef bull, who is scheduled to sire some 400 champion calves a year. Prince 105 TT, an Aberdeen Angus, is more comfortable in a barn. Recently Rancher B. G. Byars and four other Texans bought a belated interest in him from the Simon Angus Farm in Madison, Kansas for \$115,000. To welcome the bull to Tyler for a six-months' stay, nothing short of a formal reception in the governor's suite at the Blackstone would do. The rooms were carpeted with hay, an elevator repairman stood by while the guest of honor rode up to the fourth floor, and a boy (right) was ready with a gold-plated shovel. In the suite was a bouquet with a card attached, "To Prince 105 TT—you'll find Tyler utterly wonderful."

DIXIE REECE AND CHARLES FIELDS ATTEND PRINCE WITH ORCHID, GILDED SHOVEL, TUB—→





Another
AVCOSET*
washday wonder

This
Airman
rayon
sport shirt
can't shrink
can't fade



Now—a rayon sport shirt that can go through washing machine, tub or commercial laundry—and wash perfectly, iron beautifully! How do we know? It's made of remarkable AvcoSet rayon—proven completely washable for the life of the fabric—in test after test and wash after wash! Look for the tag with the AvcoSet White Knight for rayons with these qualities.

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AT HOME WITH HIS BOXER, TEIDI, SEARS INSPECTS HIS ASSORTMENT OF

SENATE PROBERS PICK

Having sought long and unsuccessfully for a counsel to assist with their inquiry into the dispute between Senator McCarthy and the Army, members of the Senate Permanent Investigations Subcommittee thought last week that they finally had found an ideal man for the job. He was Samuel P. Sears, a prominent 58-year-old Boston insurance lawyer who is a Republican, an ex-president of the Massachusetts Bar Association, an usher in the Unitarian Church and owner of a collection of gold toothpicks that he claims is the largest in the world.

Sears gave some subcommittee members to understand that he had never taken a stand on McCarthy or his works. But no sooner had his appointment been announced than newspapers dug up the fact that



GOLD TOOTHPICKS WHICH HE KEEPS IN THE CHINESE CHEST AT LEFT

TOOTHPICK COLLECTOR

the lawyer had several times defended McCarthy in public debates and statements. In 1952 he had sought to start a fund-raising drive on McCarthy's behalf. Subcommittee members also learned later that Sears had pushed himself for the job by notifying two congressmen that he would take it and were plainly upset by his failure to tell them about his pro-McCarthy record. Senator Karl E. Mundt, the subcommittee's temporary chairman, expressed confidence in the lawyer's integrity. But committee members decided they would investigate Sears's views further before letting him start investigating the McCarthy Army dispute. In the meantime the Army named another prominent Boston lawyer, 63-year-old Joseph N. Welch, as its counsel for the inquiry.

Another
AVCOSET*
washday wonder

These
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rayon slacks
can't shrink
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Now—rayon slacks that can go through washing machine, tub or commercial laundry—and wash perfectly, iron beautifully! How do we know? They're made of remarkable AvcoSet rayon—proven completely washable for the life of the fabric—in test after test and wash after wash! Look for the tag with the AvcoSet White Knight for rayons with these qualities.
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LIFE ON THE NEWSFRONTS OF THE WORLD

France has a 'MacArthur controversy,' Israel is condemned for raid and a senator's wife has her way

France fired its No. 1 soldier, Marshal Alphonse-Pierre Juin, from two top posts. He was removed as counselor on national strategy and as vice president of the Armed Forces Superior Council. The French also started looking for a successor to Juin's post as head of



JUIN TELLS OFFICERS EDC IS NO GOOD

NATO land forces for Central Europe, although he was not yet actually ousted from that job. Juin, whose firing touched off a national dispute comparable to that which followed Truman's firing of General MacArthur, had made two unforgivable mistakes. He had made a speech attacking French support of EDC and calling for it to be replaced by some substitute. Then, summoned to explain his apparent insubordination to Premier Laniel, the marshal failed to show. Instead he went to an officers' dinner where he restated his objections to EDC (above), and he sent Laniel a letter saying he was no "bugler" who could be thus publicly called to account. Such behavior led Vice Premier Reynaud to exclaim, "Marshals should be named only posthumously."

The House of Representatives turned down, 211-176, the Administration bill that would have provided for 35,000 additional units of public housing each year for four years. It was the sharpest setback the President has been dealt since he took office.

Former Air Chief dies



GENERAL VANDENBERG

When Hoyt Vandenberg graduated from West Point in 1923 he ranked near the bottom of the class. But he joined the Air Service, became a pilot, and his ability finally carried him to the top. By 1948 he had become a general and was made chief of staff of the Air Force, a position he held for more than five years.

Last June, General Vandenberg retired after 30 years of service. But he was a sick man. Last week, at the age of 55, he died of cancer—the same disease that struck down his uncle, Senator Arthur H. Vandenberg, in 1951.

Elmer Dolan, St. Louis cop who helped Louis Shoulders nab kidnap-murderer Carl Hall, was convicted of lying to the grand jury investigating the missing \$300,000 of Greenlease ransom money. Dolan and Shoulders had testified they carried the money into the station house, sneaking in to keep "gassy" cops from gossiping prematurely. Shoulders also faces trial April 12.

Rebuff for a Red gambit

In another move to keep West Europe unsettled and delay EDC, Russia invited the Western powers into its iron-curtained security system and offered to join NATO—the North Atlantic Treaty Organization which was formed specifically to block Red aggression. Only a month before in Berlin, Foreign Minister Molotov had called for the end of NATO because it was an "aggressive" alliance. The U.S. and Britain turned down the new proposal as promptly as they had the previous one.



ARAB MOURNS DEATH OF A RELATIVE IN RAID

More killing in Middle East

Israelis attacked the village of Nahalin, Jordan with grenades, automatic weapons and fire bombs. Nine Arabs were killed and 19 wounded, the mosque was sacked and six houses bombed. The site was littered with spent shells marked with the Israeli Star of David and explosive packets marked with Hebrew script. On this evidence the U.N. Mixed Armistice Commission voted to condemn Israel, which did not take part in the investigation. Because the commission did not find Jordan guilty of the recent Scorpion Pass bus massacre, Israel has refused to have anything to do with it.

Barbara Hartle, Washington State's second highest Red, who went underground on party orders in 1950 and was convicted of conspiracy under the Smith Act last October, gave the party a severe shock. Only a week after being toasted at a Red banquet as the Northwest's "woman Communist of the

year," Mrs. Hartle recanted, offered her secrets to the FBI, said "during two months in jail I had more freedom than in 21 years in the Communist party."

Mrs. Johnson's 'complex'



THE SENATOR'S WIFE

Colorado's Democratic Senator Edwin C. Johnson, who for 18 years has served on the Hill and whom dopesters called a sure winner if he ran for re-election in the fall, announced that he is quitting. His one compelling reason: "Mrs. Johnson has a complex about living longer in Washington."

The state's Democrats—who by reason of Johnson's retirement face serious troubles in the Colorado Senate race, which could decide control of the entire Senate—immediately began talk of "drafting" the 70-year-old senator to run for governor.

The President signed the bill cutting excise taxes by \$999 million, lowering the cost of jewelry, luggage, furs, household appliances, phone service, theater admissions. Many retailers reported an immediate—though small—increase in sales on items affected. Meanwhile the price of butter dropped as much as 14¢ because federal price supports were cut.

Finis to a futile strike

The racket-tainted International Longshoremen's Association, after tying up New York's port for 29 days, bowed to the National Labor Relations Board. After a final flurry of violence toward dockmen who were not striking had been stopped by the police (below) it ended its strike. The NLRB had issued an ultimatum: the I.L.A. must go back to work or forfeit a



TROUBLEMAKER SNAKE-HIPS PAST COPS

new vote which will determine whether the I.L.A. or the rival A.F. of L. union shall represent the dock workers. A previous election, "won" by the I.L.A., was tossed out because of I.L.A. terrorism, including three stabbings.



How to do your guests a favor on Easter...

Martha Logan's clever Easter Egg favors are easy to do—see the directions below. They'll make your Swift's Premium Ham look so *gay*. You always do your guests another kind of favor, too, when you serve Swift's Premium. For it's *America's favorite ham*. Brown Sugar Cured as only Swift knows how . . . s-l-o-w-l-y smoked over fragrant hardwoods . . . till every bite is juicy, tender, *delicious!*

SWIFT—TO SERVE YOUR FAMILY BETTER

Swift's Premium Ham

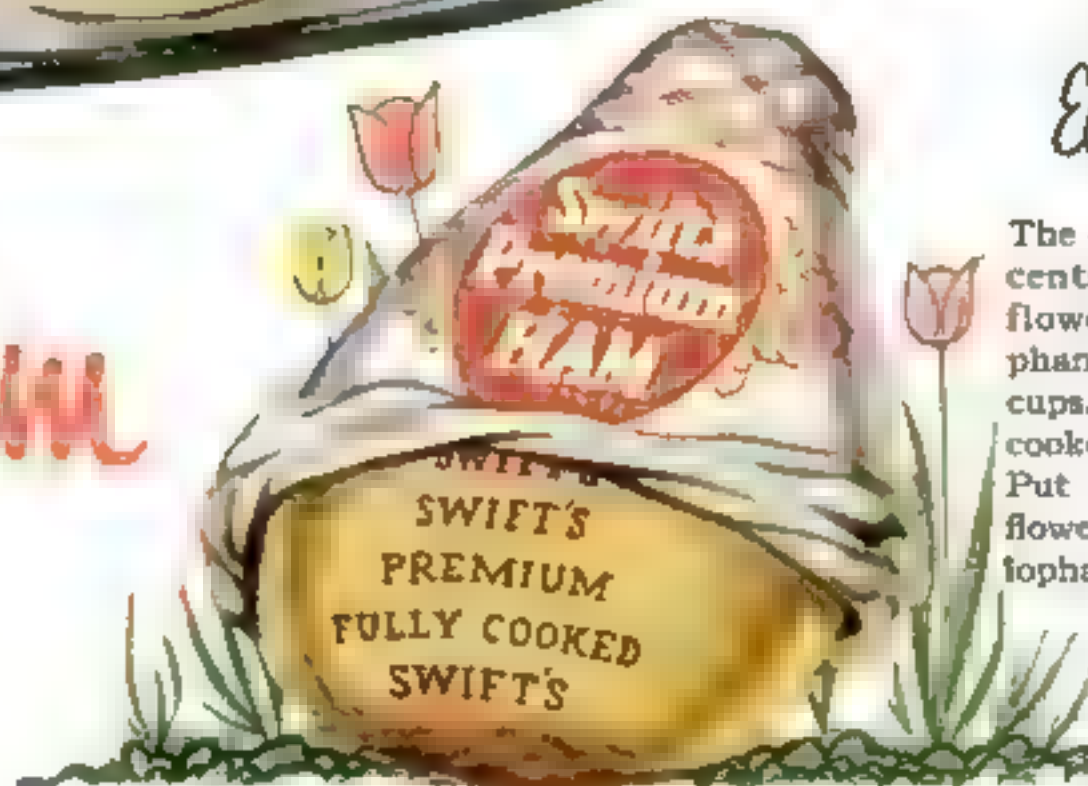


Tune in
Don McNeill's Breakfast Club
ABC—weekday
mornings

How to make the Easter Egg favors:

The decorations cost only a few cents at any variety store—flower decals, shredded cellophane, and pastel paper baking cups. Stick the decals on hard-cooked Swift's Brookfield Eggs. Put 3 cups together for each flower pot; nest the eggs in cellophane.

Look for Swift's Premium
Ham on the menu when
you're eating out.





Deliciously yours!

P.S. Don't those franks look wonderful? Serve them to your family and friends. And use paper plates--like we did--to save dish washing. But please, please give them that nice-and-spicy touch with Hunt's Catsup.

Copyright 1953, Hunt Foods, Inc., Fullerton, Calif.



STARTING FIGHT TO REGAIN CONTROL OF UNION, SUPPORTERS OF MINE-MILL'S PRO-RED BOSSES MARCHED ON BUTTE UNION HALL IN JANUARY AND SEIZED IT

PARTY-LINERS WIN A UNION

The C.I.O. loses a long, hard fight over Montana Mine-Mill locals

A battle to break the power of one of the few remaining Communist-led unions in the country reached a decisive point last week in Montana, where copper miners and smeltermen chose between the International Mine, Mill and Smelter Workers and the C.I.O.

Four years ago Mine-Mill was expelled by the C.I.O. for its party-line policies. After failing to clear out the union's leaders, anti-Communists in the old and influential Butte Local No. 1 voted last fall to withdraw their local and affiliate instead with the C.I.O. Steel workers union. Mine-Mill supporters struck back by capturing the union hall (above), and the battle was joined. When Mine-Mill officials

charged that the rebels were a minority, the National Labor Relations Board called an election to decide jurisdiction over Butte's 5,300 miners and 2,000 smeltermen in nearby Anaconda, whose local had joined in the bolt.

Pouring organizers into Butte, the rival unions wooed miners with handbills, stunts, radio and television appeals and free drinks in Butte's 161 saloons. The C.I.O. hoped that by winning it would start a mass exodus of miners from the discredited Mine-Mill union. But in the showdown vote last week, Mine-Mill, aided by tradition and by possession of the union hall where miners were accustomed to meet, won out by the decisive margin of two to one.



PARTY-LINE LEADER Maurice Travis, who lost eye in union brawl, is real boss of Mine-Mill



Wives: Make him a gift of this amazing new hair preparation that ends this problem!

Revolutionary new hair dressing *won't grease-stain your chair covers!*

Keeps hair *naturally* neat all day—no "slicked-down" look—and leaves no oily stain!

● Hair experts said it couldn't be done! But now, 30 years of laboratory experience have done it!

Thanks to a new formula, this revolutionary new hair dressing, Beau Kreml, does NOT leave harmful, hard-to-get-out oil stains on upholstery, pillow slips, hats—and it keeps hair natural-looking and in place from morning till night.

Two special ingredients!

New Beau Kreml contains an ingredient similar to the natural protective agents in your own hair. Called KR-9, this first special ingredient never lets your hair look greasy, sticky, or shiny!

The second special ingredient has a remarkable "spreading action." New Beau Kreml goes on in a second and works evenly through your hair—even when wet—with no need for

time-taking massage to get it thoroughly distributed. It makes hair instantly *manageable*... keeps all but the most wiry hair in place! New Beau Kreml also relieves dryness in hair and scalp.

Extra easy to wash out, too!

No special lathering is needed. Because new Beau Kreml is water-soluble, it also rinses off your hands and off your comb under plain tap water.

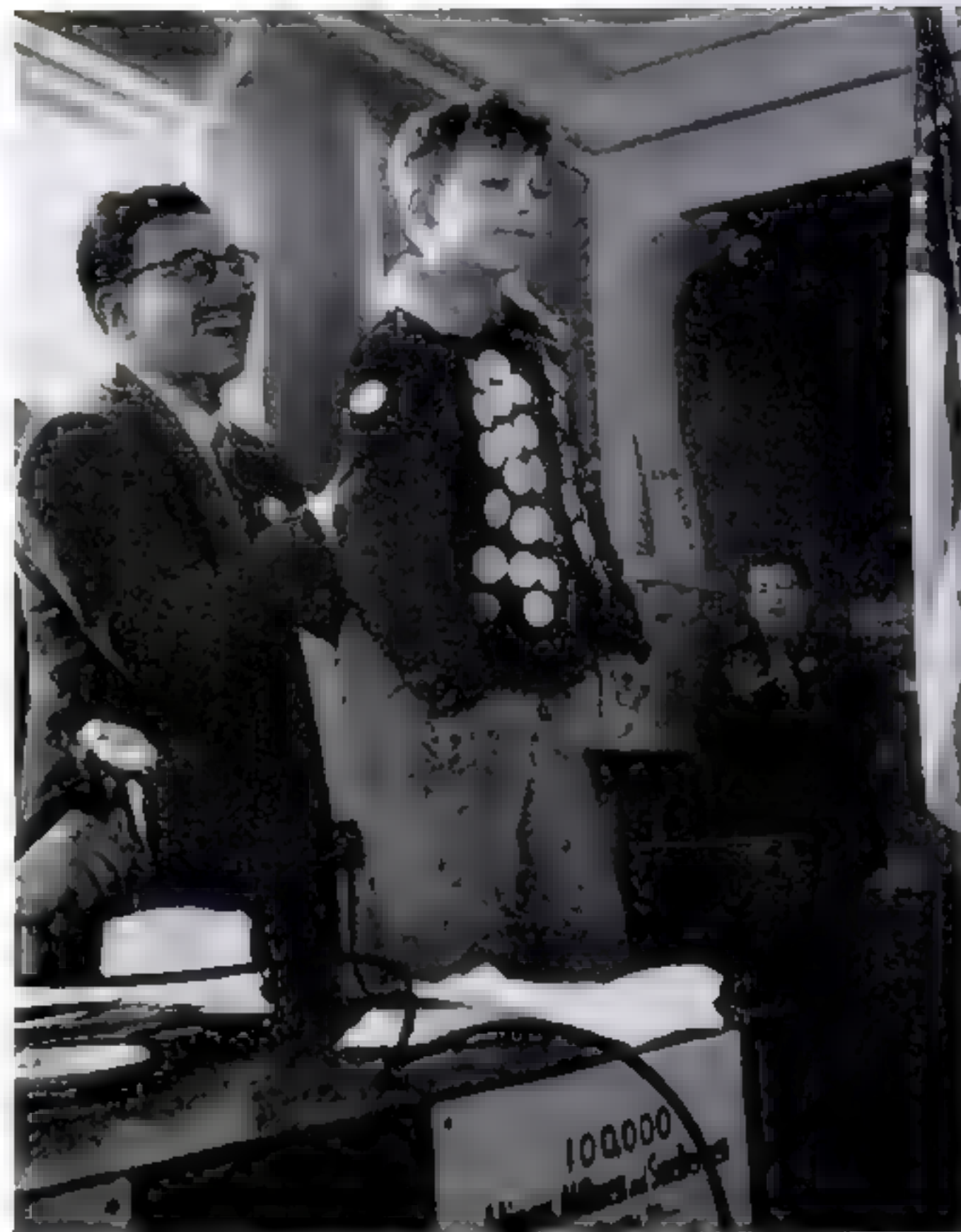
Enjoy new Beau Kreml's wonderful hair control and freedom from those everlasting oily stains. Long-lasting bottle—only 69¢.



Won't leave oily stains on precious fabrics, holds hair naturally in place! Get the new Beau Kreml today! 69¢

IF YOU HAVE DANDRUFF, ITCHY SCALP—

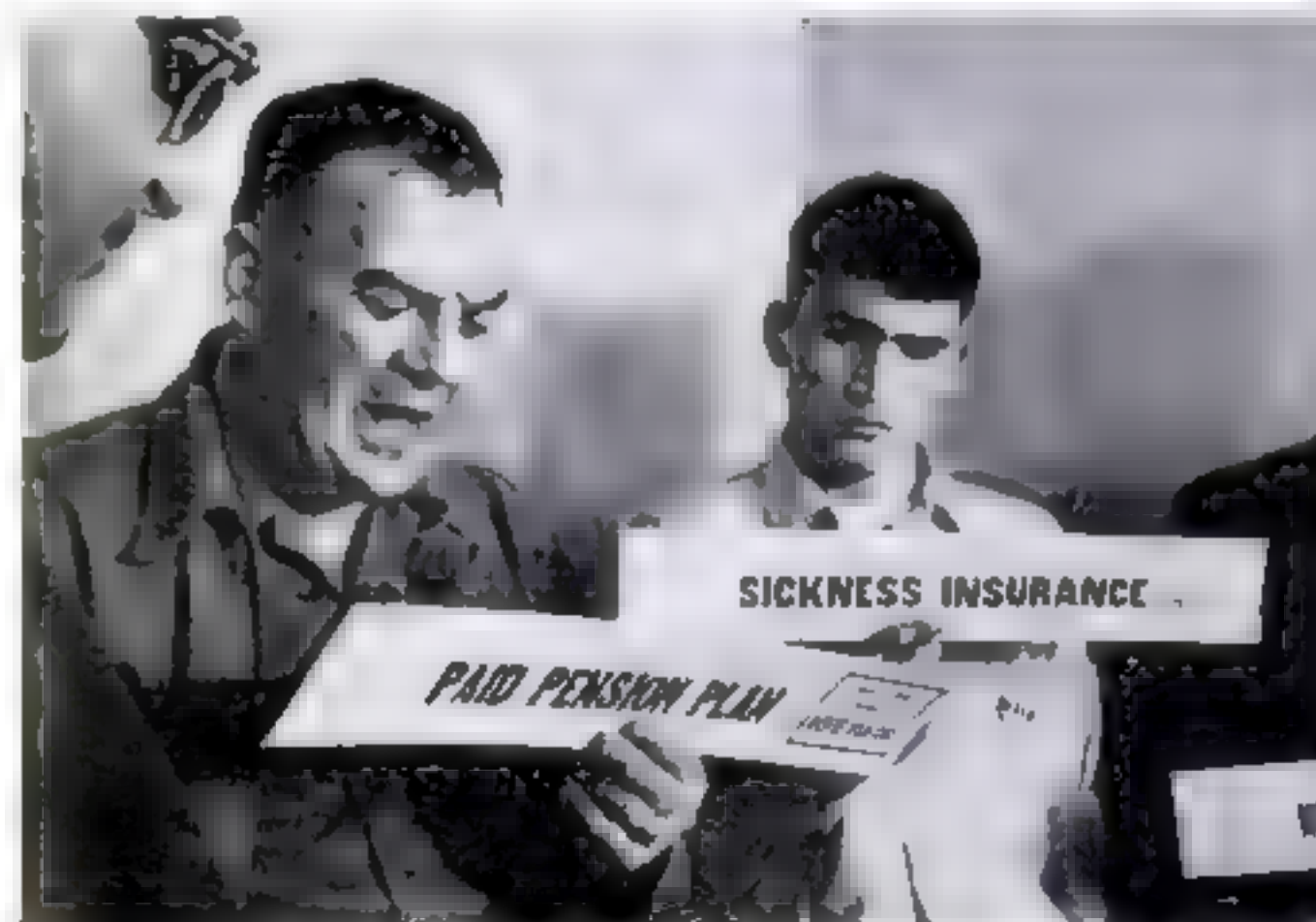
Use *regular* Kreml Hair Tonic. This famous product contains new anti-septic ingredients that *kill on contact* the scalp parasites commonly believed to be a cause of excessive dandruff. Regular Kreml Hair Tonic in the familiar yellow carton is not subject to the 20% cosmetic tax.



CAMPAIGN BUTTONS cover the jacket of miner's son Greg Leach, aged 12, who shows them off at Mine-Mill meeting to help whip up enthusiasm.



MUSICAL ACT televised by Mine-Mill was group singing a satirical song which accused rebel leader in Butte of having sold out miners to the C.I.O.



TELEVISION SHOW staged by C.I.O. in its final drive for votes featured signs displayed by miners who read off promises of new workers' benefits.

CONTINUED ON PAGE 50

NOW! For the First Time! PREMIUM TIRE *at a* POPULAR PRICE

ARMSTRONG'S EXCLUSIVE

"Ounce
of
Prevention"
DISCS
can save your life!



**PATENTED SAFETY DISCS BETWEEN TREADS GUARD
AGAINST 9 OUT OF 10 TIRE FAILURE ACCIDENTS**

Think of it! Never before has this life-saving "Ounce of Prevention" been offered in an Armstrong priced so low! And it's not available in *any* tire of *any other* make, at *any* price, whatever!

In addition to the world's best blow-out protection, the new Armstrong Miracle brings you unequalled *skid protection*, too! And remember: Skids are the cause of 9

out of 10 tire failure accidents that so often end in death! So you're far more safe with Armstrong Miracle Tires.

Hurry For Special Trade-in Allowance! For a limited time, your Armstrong dealer's offering a special trade-in allowance on your old tires. So get Armstrong "Miracles" today. Tomorrow, their "Ounce of Prevention" may save *your* life!

Also makers of ARMSTRONG PURE FOAM for furniture and bedding

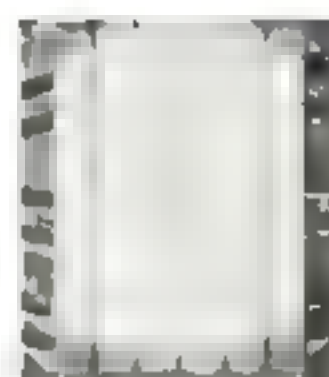
ARMSTRONG

MIRACLE  TIRES

Rhino Flex

"WITH OUNCE OF PREVENTION SAFETY DISCS"

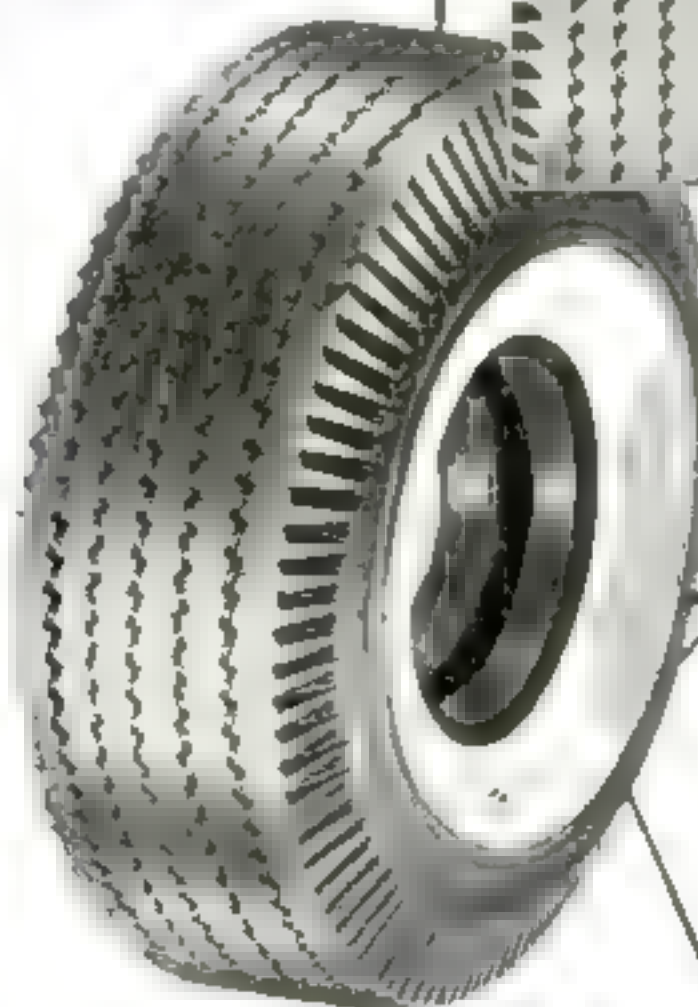
**GREATEST SKID PROTECTION
IN TIRE HISTORY**



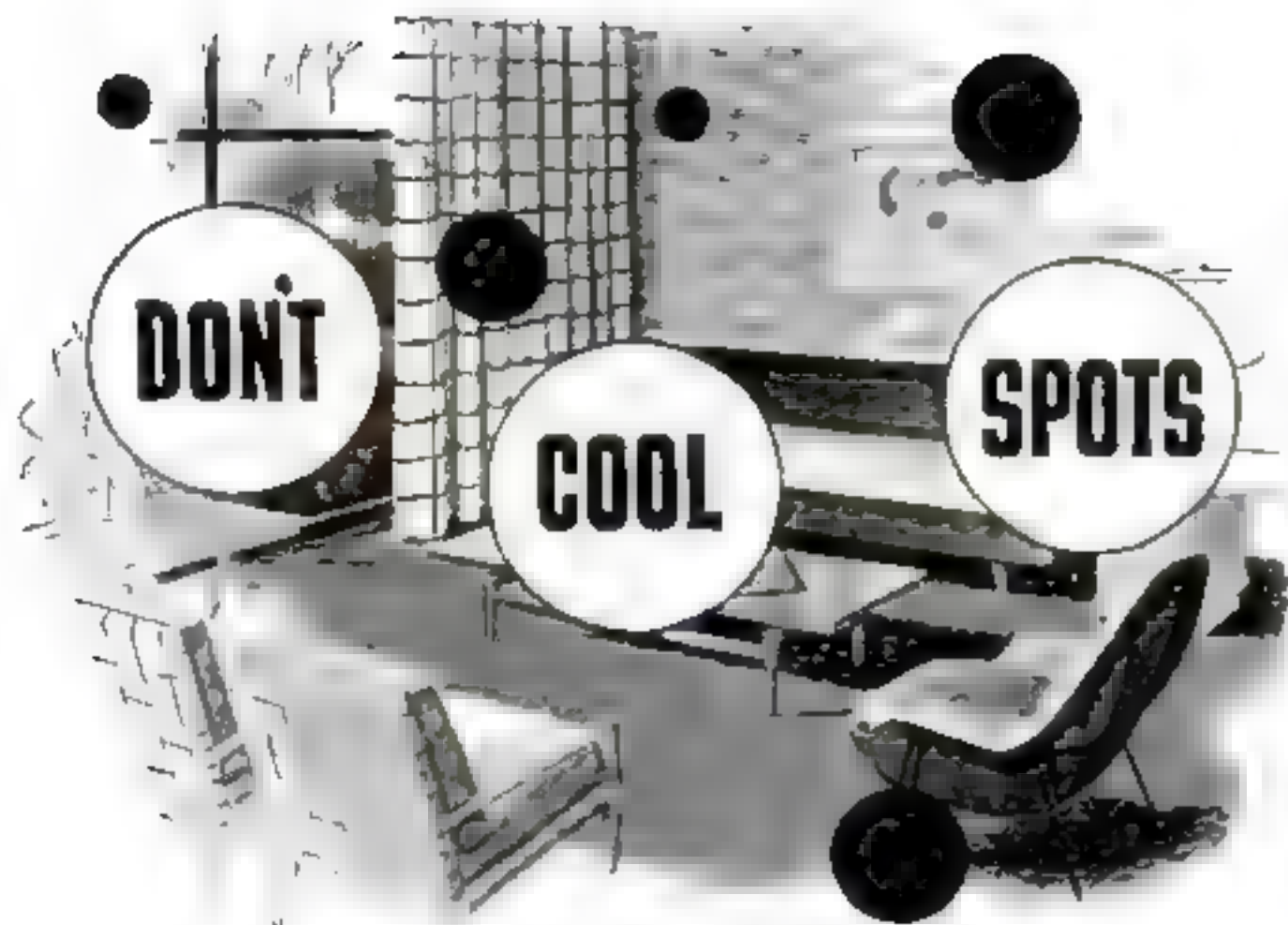
With ordinary tires, tread ribs of your tires tend to compress into a smooth, slippery surface. That's because ribs squeeze together under pressure—like the edges of your fingers when you make a fist. Tread loses its vital grip on the road . . . and you skid!



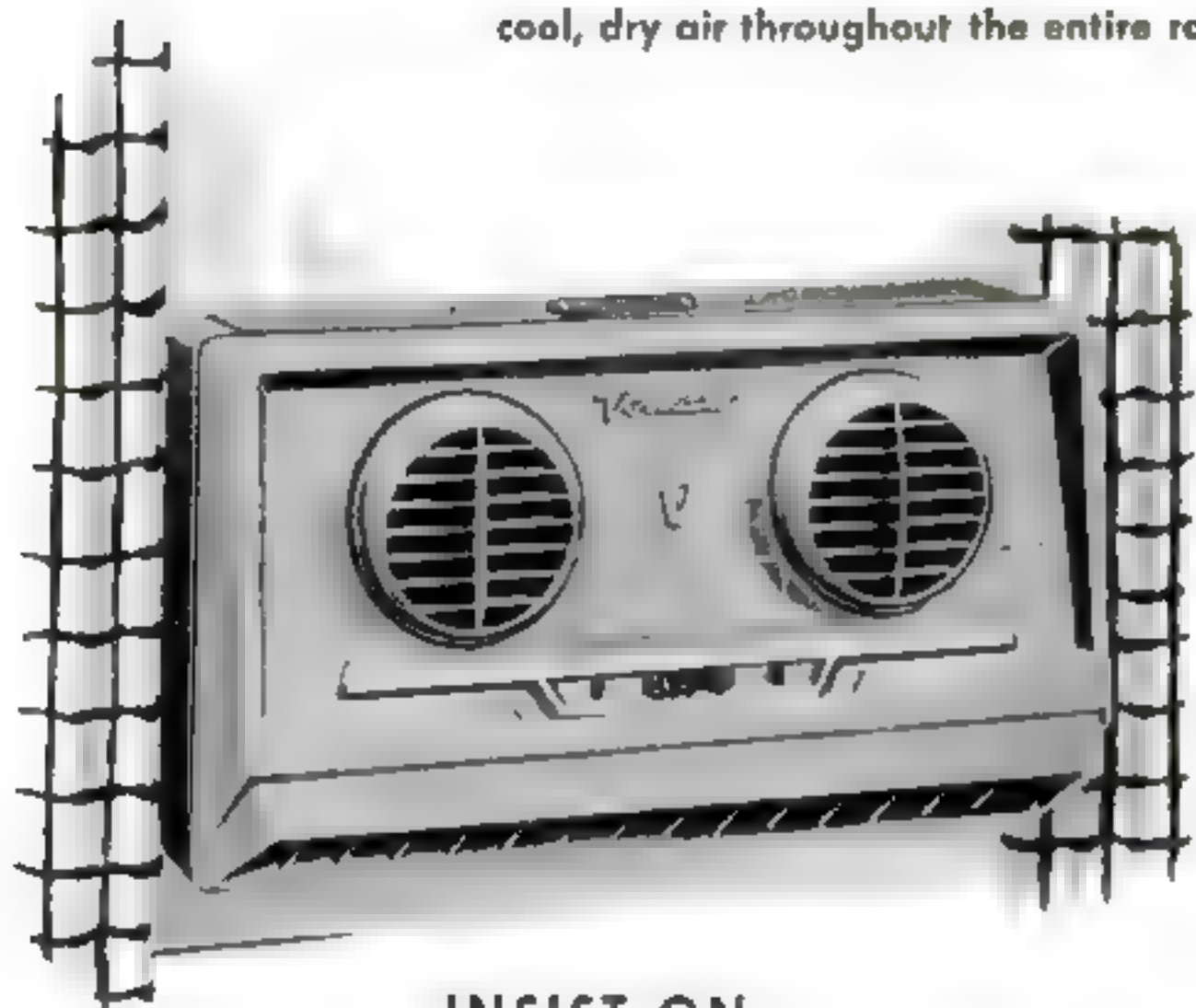
With life-saving Armstrong Tires, the tread *can't* compress! Can't squeeze together—can't lose its grip! "Ounce of Prevention" discs between ribs keep gripping edges apart—like your fingers when you put rubber discs between them. You *don't* skid!



24-MONTH UNCONDITIONAL GUARANTEE
Armstrong Miracle Tires are unconditionally guaranteed for 24 months against all road hazards. Unserviceable tire will be replaced by comparable new tire with full credit for period of guarantee not realized.



SPOT-COOLING in summer is like being half-warm in winter.. Complete comfort cooling requires positive circulation of cool, dry air throughout the entire room.



INSIST ON

Vornado
VORTEX CIRCULATION



Vornado's exclusive..."completely directional" air circulators give complete draft-free circulation with penetration up to 30 feet and eliminate "spot cooling."

Fashion Academy Award...The first and only room air conditioner ever to receive the Fashion Academy Award.

Completely Automatic Push Button Controls...No dials to turn, no lids to lift, no knobs to push or pull.



Vornado

PRODUCTS OF THE O. A. SUTTON CORPORATION—WICHITA, KANSAS

Distributed in Canada by The EASY WASHING MACHINE CO., LTD., Toronto 10, Canada

Party-Liners' Union CONTINUED



ANTI-RED LEADER of Butte miners. Bill Massey works on a campaign speech in hotel. In final vote Feb. 6, 1940, promised Butte's new leader if it won.



AT THE POLLS, Smeltermen Fred Saur (left) and Cliff Gerhardt have on the turbans they wear to avoid arsenic-dust burns in cleaning A. J. C. C. H. S.



AFTER TALLY gun boss Charle McLean (left) who led anti-Red smeltermen appears on TV news cast with studio Fred Salvas, a Mine-Mill official.

If you like beer
you'll *love* Schlitz



Whether they're biting or not, Schlitz beer helps make every fishing trip a pleasant one.

In fact, Schlitz makes any occasion more enjoyable. There's pride and satisfaction in having America's most distinguished beer on hand. Fortunately, it's one of the finer things of life that everybody can afford.

There's just no substitute for Schlitz, the beer that gives more satisfaction to more people than any other beer in the world.

Ask for Schlitz, the greatest name in beer.

© 1954—Jos. Schlitz Brewing Co., Milwaukee, Wis.
Breweries at Milwaukee, Wis., and Brooklyn, N. Y.

The Beer that Made Milwaukee Famous

introducing ...

the WORLD'S THINNEST



Above Shaver Actual Size

Custom Companion to the Famed Schick "20"



LIGHTEST

electric shaver



to bring you the world's first

FLOATING CLOSE SHAVE!

WHO but the inventors of electric shaving would create today's most advanced electric shaver! Who but Schick—devoted exclusively to making electric shavers—could make this easy way to shave still easier, could come up with the world's *first floating close shave!*

The moment you pick up the CUSTOM SCHICK, you'll get a new concept of how simple, how effortless, close shaving can be!

IT FLOATS
IN YOUR
HAND!

IT FLOATS
OVER YOUR
FACE!

NEW HANDY THINNESS! Built like a fine watch. Not an inch of useless bulk. Fits your fingers! Easy-to-hold shape makes it easy to use! The world's thinnest!

NEW COMFORTABLE LIGHT WEIGHT! Not an ounce of useless weight. Moves over your face without effort. The world's lightest!

NEW FAST SPEED! New real rotary motor packs more power than motors twice its size! A palm-size powerhouse!

NEW SUPER-HONED HEADS! They give you close shaves with but a feather touch! Exclusive, new precision honing makes them super-efficient!

This is electric shaving as you dreamed it could be! But you needn't take anyone's word for it.

FREE HOME TRIAL

Because the Floating Close Shave must be felt to be appreciated, we make this no-risk offer: Ask your dealer to let you try the New CUSTOM SCHICK in your own home for 10 days. See for yourself how easily it whisks your whiskers away! Then, you must be completely delighted—or return the shaver to your dealer and get back every penny. It costs you nothing to try the new CUSTOM SCHICK!



In new Space-Saver Caddy Case that's ideal for suitcase or bathroom shelf, \$28.75

The New

CUSTOM SCHICK

BETTER-BUILT FOR CLOSER SHAVES • MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE

on TV . . . "The Jackie Gleason Show"

Schick Incorporated, Stamford, Conn.

For her Pride and Joy

**UTENSILS WITH COLOR
THAT CAN'T TARNISH**

Make her dreams come true with these beautiful HALLITE cooking utensils.

Hallite utensils are light to handle, perfectly balanced and built for today's modern homemaker.

They're made of a special extra-hard, durable alloy, that spreads heat with amazing speed—up the sides and over the cover, as well as across the bottom. The whole utensil cooks the food and does it over low heat without scorching.

It's easy to keep Hallite gleaming bright—the copper-colored covers never need polishing!

Each Hallite pan and each cover has its own transparent leaf* hanger, so that they can be hung like pictures—creating many attractive wall arrangements.

Designed by Lurena Guild



Your choice: 10½" Covered Fry Pan (shown left), 8" Covered Fry Pan, 1½ qt., 2½ qt., and 3½ qt. Covered Sauce Pans.

Hallite by
WEAR-EVER



ONLY WEAR-EVER HAS HALLITE

See Wear-Ever on the ALCOA "See It Now" television program—over CBS—
and on the new NBC-TV Daytime HOME Show—every week

THE ALUMINUM COOKING UTENSIL CO., NEW KENSINGTON, PENNA.

*Patented



WITH A CHAMPION SHOW DOG'S POISE, JERRY MODELS FOR SEATTLE STUDENTS AS JOHN COUCH MOVES IN CLOSE TO START CARVING HIS LIKENESS IN WOOD

BASSET DOES BIT FOR ART

Jerry, a helpful hound, gives Seattle sixth-graders an opportunity to be creative

Genevieve Daley turned to her sixth-grade class in Seattle's Maple Leaf-Matthews school and announced, "This is your chance to be creative." The youngsters knew precisely what their teacher meant because for weeks they had been practicing animal modeling from photographs, and now, in the flesh, in front of them stood Jerry, a 3-year-old champion basset hound. Quickly the babel quieted, broken only occasionally by the

scuffing feet of a pupil coming forward (*above*) to inspect the shape of Jerry's face or feel his wrinkled legs. For three hours, with clay and soap and wood and wire, the pupils worked. To the clay modelers Miss Daley suggested, "Pull, pinch, make it bulky, push." The others were on their own. When it was over everyone agreed that what came out of Jerry's day in the sixth grade was unquestionably, if unpredictably, creative (p. 59).

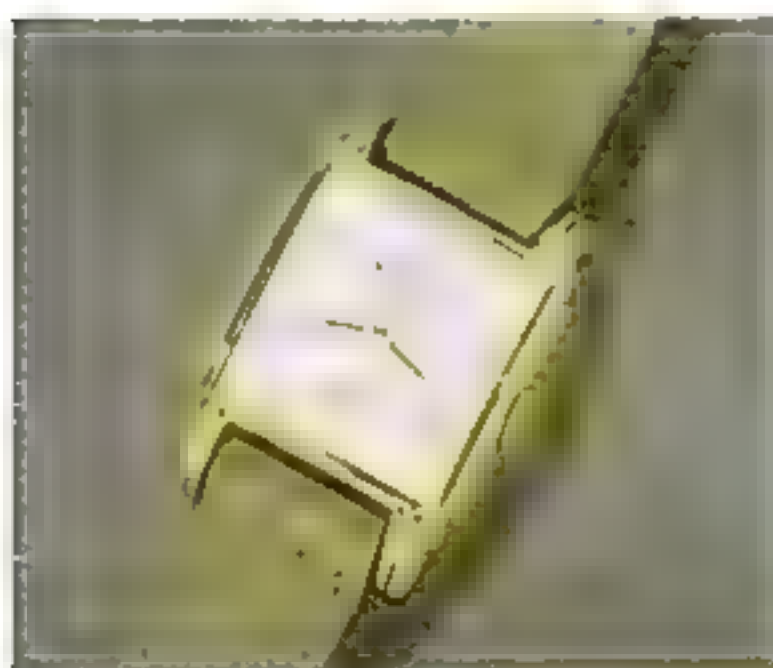
Advice to Graduates:

Circle your favorite Wadsworth right now! Use a good heavy pencil. Then casually place this issue (open) at a strategic spot in the house.



VICTORIA. Gay Rotary, jeweled movement. Also in white, \$19.95. With slim expansion bracelet, \$24.95

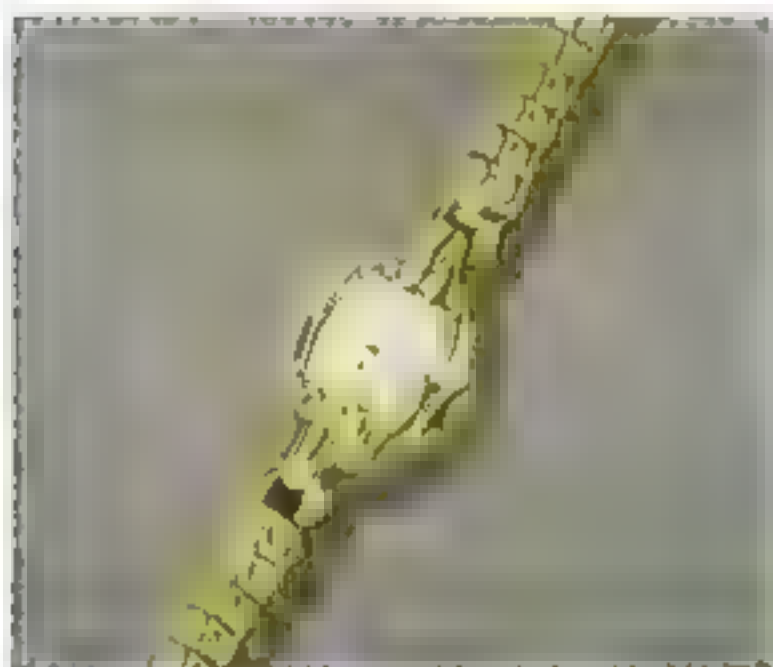
P.S. for Parents:
These really fine watches for your graduate still start at just \$19.95 and Wadsworths, (Products of Elgin) now offer the unbreakable Durapower Mainspring at no extra cost. See all the styles—see your jeweler.



KENDALL. Trim elegance, 17 jewels, ton leather strap, \$29.75. In a smart Hadley expansion band, \$37.50



MARCELA. Tiny, sculptured, 17 jewels. Also with white case, \$24.95. In Hadley expansion bracelet, \$29.75



ANDREA. Petite case, also in white. 17 jewels, petalled Hadley expansion bracelet, \$37.50; or cord, \$29.75



GIBALTAR. 17 jewels, shock, water-resistant, *luminous, sweep-second, Hadley band, \$45. With strap, \$37.50

Wadsworth Watch prices still start at \$19.95, and now offer:

The miracle mainspring originated by Elgin National Watch Company, the guaranteed-to-never-break DURAPOWER MAINSPRING. It eliminates mainspring breakage, the greatest cause of watch repairs.

Cases beautifully styled by Elgin, the world's only watch manufacturer with its own design studio.

Dependable, accurate movements made by the same men who make movements for some of the world's costliest watches.

For graduation giving or getting, see the bright new selection of Wadsworth Watches now on display at your jeweler's.

*Provided original seal is properly restored after opening for servicing

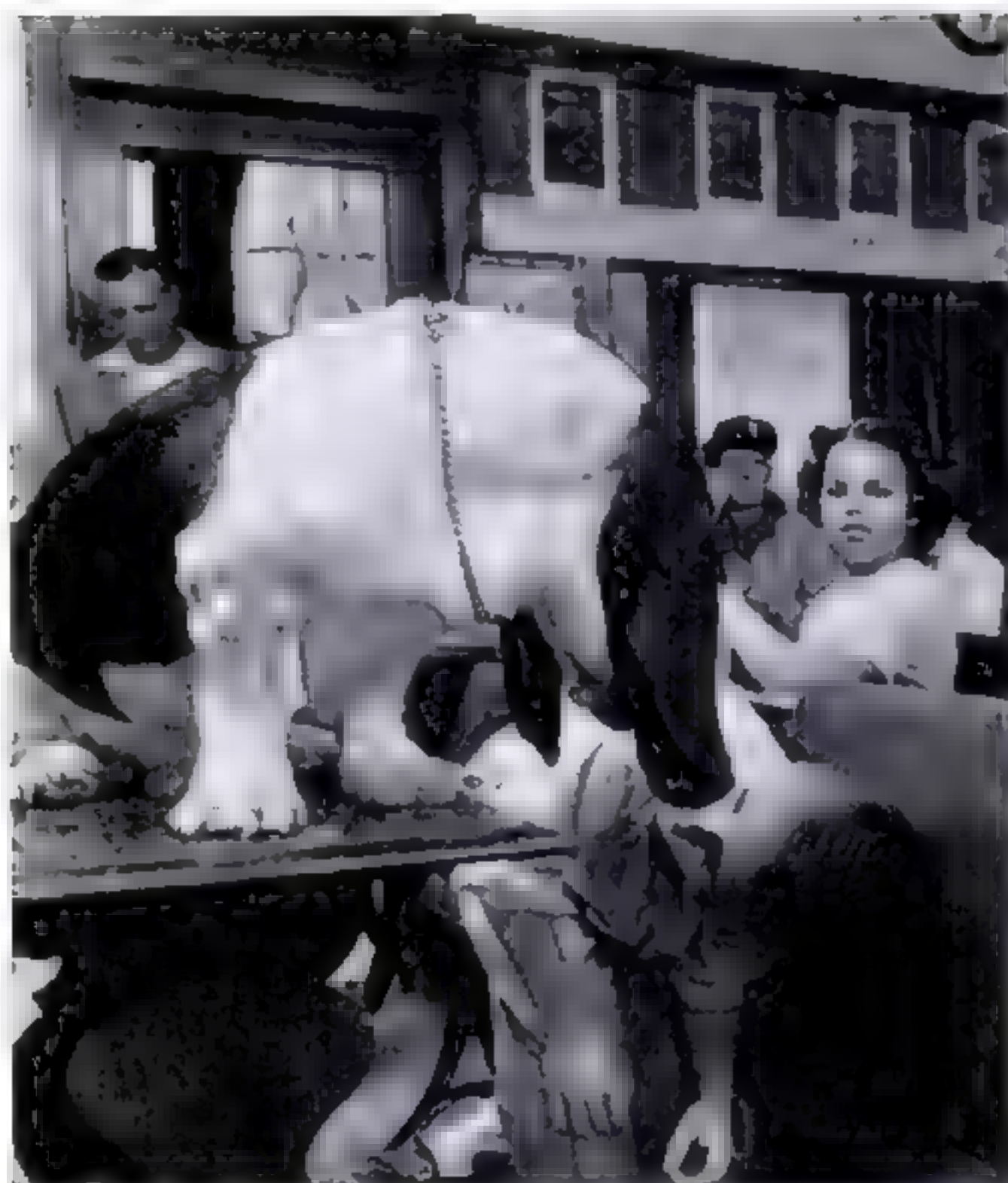
PRODUCT OF ELGIN National Watch Company

WADSWORTH

A GOOD WATCH AT A BETTER PRICE

All prices include Federal Tax and are subject to change without notice

BASSET'S BIT FOR ART CONTINUED



STARING AT JERRY from bent-over position, Allen Shannon breaks the dog's pose as he maneuvers to get a sculptor's perspective of Jerry's jowls.



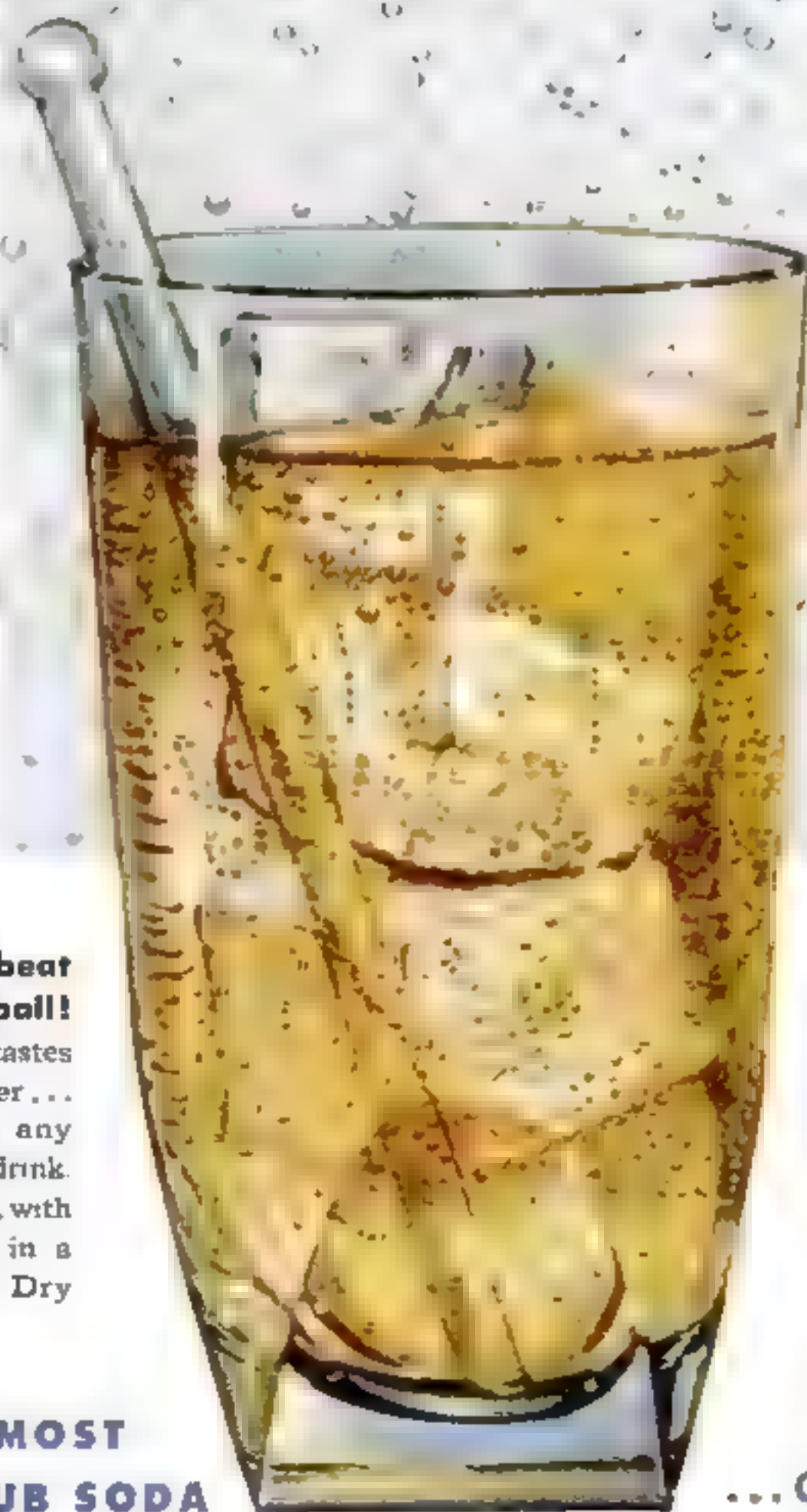
STARING BACK at Carolyn Ritchie, Jerry adds to the enjoyment by offering Carolyn a kiss. "I hope I get that sad look on his face," said Carolyn.

CONTINUED ON PAGE 59

ONLY ONE CLUB SODA

**MAKES
DRINKS
TASTE
BEST**

**BECAUSE ONLY ONE
CLUB SODA HAS
PIN-POINT CARBONATION**



**You can't beat
a club soda highball!**
A sparkling highball tastes
better... tastes fresher...
tastes livelier than any
other kind of mixed drink.
Prove it to yourself... with
your favorite liquor in a
Sparkling Canada Dry
Water highball.

**WORLD'S MOST
POPULAR CLUB SODA**



Look for this
brand-new label
... It's your
guarantee of the
finest club soda.

When a club soda highball brims with flavor and life and lightness, it must have been made with Sparkling Canada Dry Water. No other club soda even comes close to such perfection.

The secret is "Pin-Point Carbonation." Millions of tiny bubbles lavish their long-lived freshness on your drink. Add another Canada Dry exclusive, "Flavor-Balanced Formula," and you've got the second big reason for the world's finest highball... full-flavored, wonderfully delicious, crystal clear.

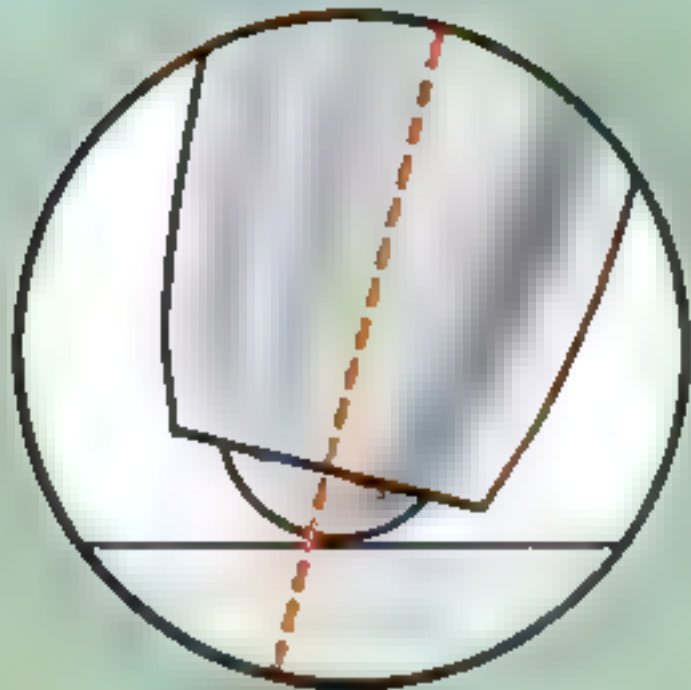
Remember, expensive liquor *deserves* Sparkling Canada Dry Water... *all* liquor tastes better with it.



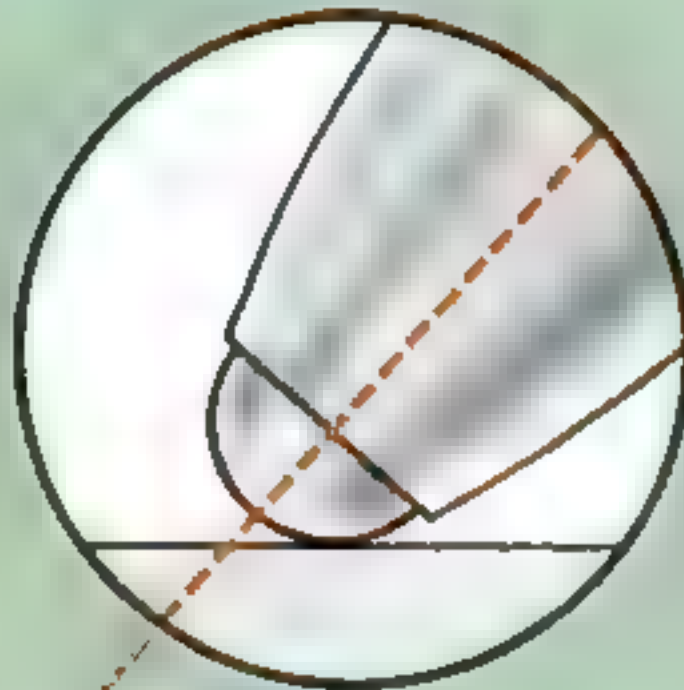
... Over 900,000,000 highballs last year prove it!

For perfect writing a Ball Pen **MUST HAVE...**

**Natural Slant Writing*
only Scripto has it.



Ordinary Ball Points
with unshaped shoulders and sunken ball drag paper—can write only when held nearly straight up.



Scripto Ball Point
Trim-edge point eliminates the shoulders and increases writing surface of ball—allowing pen to write when held at Natural Slant.



Rx INK

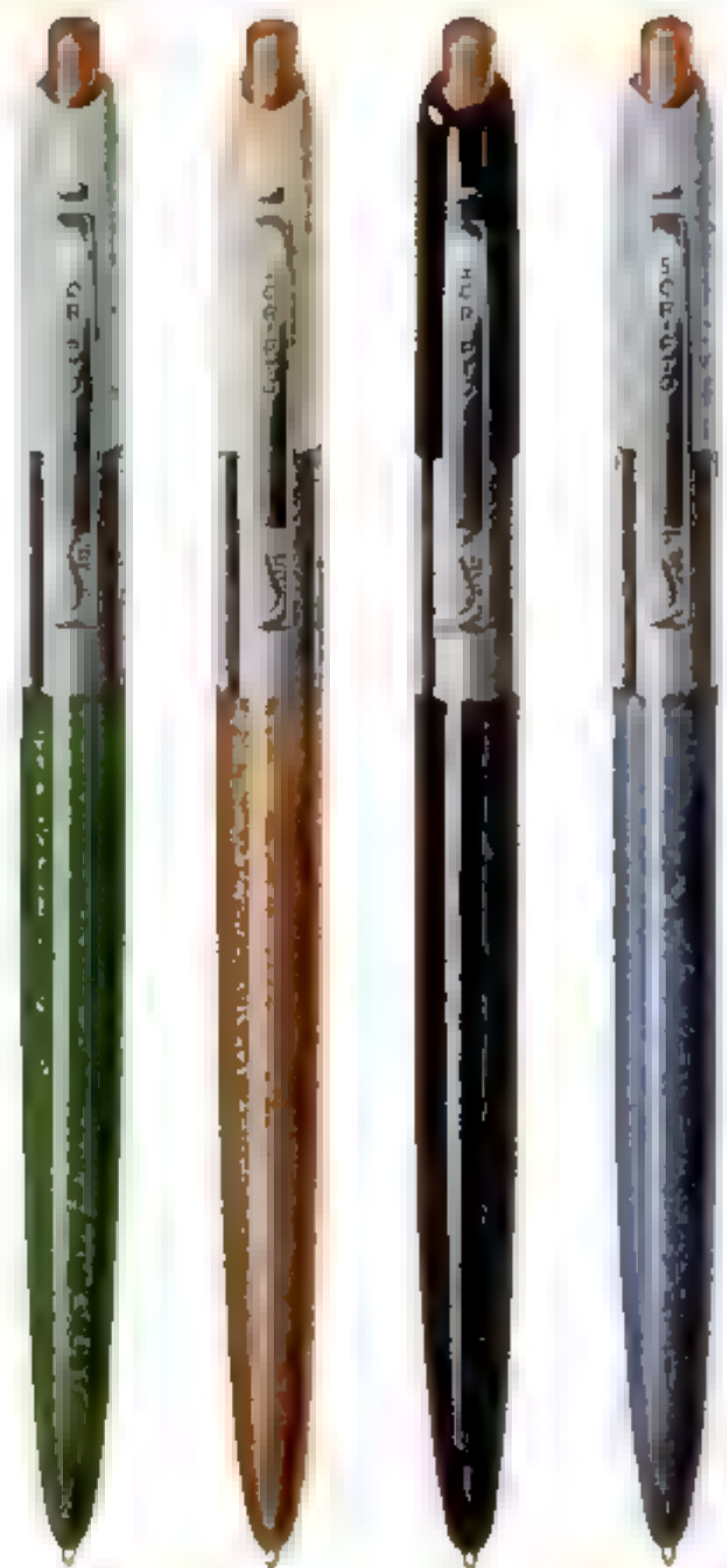
Only Scripto has it

The only original ink approved by bankers... developed specifically for ball pens... writes, dries instantly. Washes off clothes but permanent on paper—insured for a million dollars.

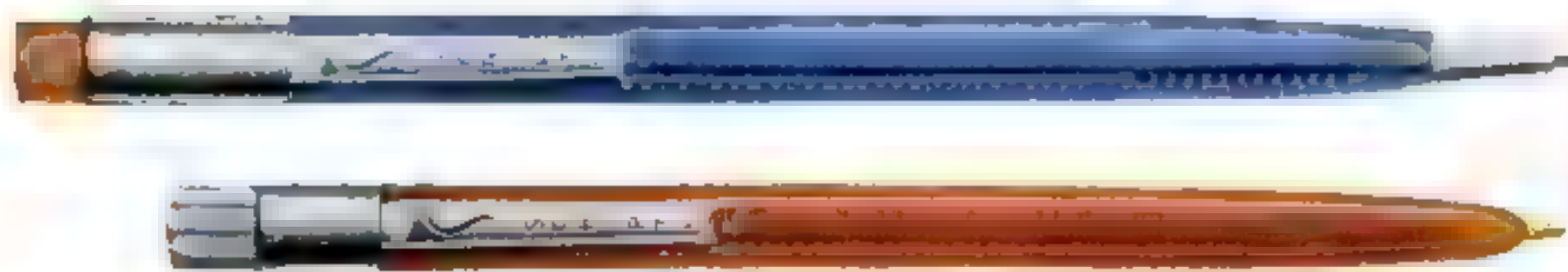
ALL SCRIPTO BALL PENS HAVE *Natural Slant* WRITING and Rx INK.



Rx Ink Refill for \$1 Scripto Push Button Ball Pen **49¢**



Scripto
RETRACTABLE
PUSH BUTTON BALL PEN **\$1.00**
Fed. Tax incl.



SCRIPTO SELF SHARPENING PENCIL
With four inch long lead
Barrels in choice of 8
Fashion Tone Colors.

ONLY

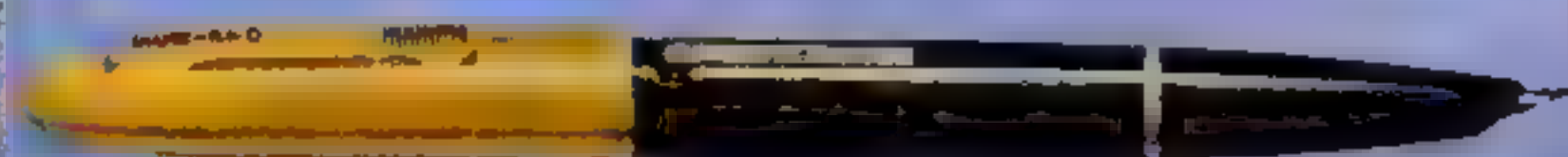


EACH

Fed. tax included

SCRIPTO RETRACTABLE BALL PEN
Twist the top, it writes
Twist and point is hidden
Choice of 8 Fashion Tone Colors

SCRIPTO INK RESERVE FOUNTAIN PEN Amazing new development gives you a separate reserve of ink for use when regular supply runs out! Never be caught with an empty pen! Just lift filling lever and continue writing!



ONLY

Fed. tax included

Scripto is the world's largest manufacturer of quality writing instruments!

Refills, leads and erasers on sale everywhere.

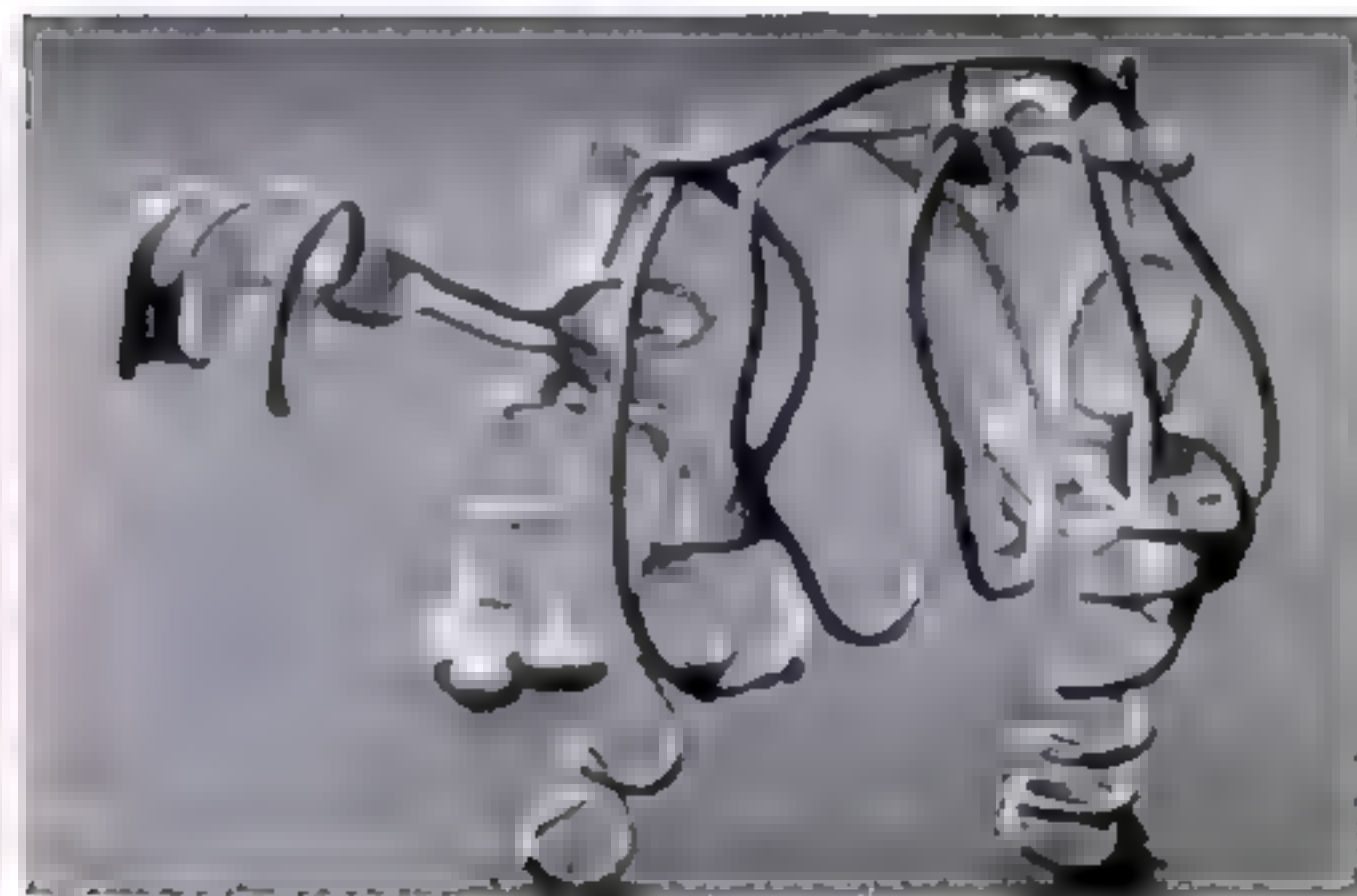
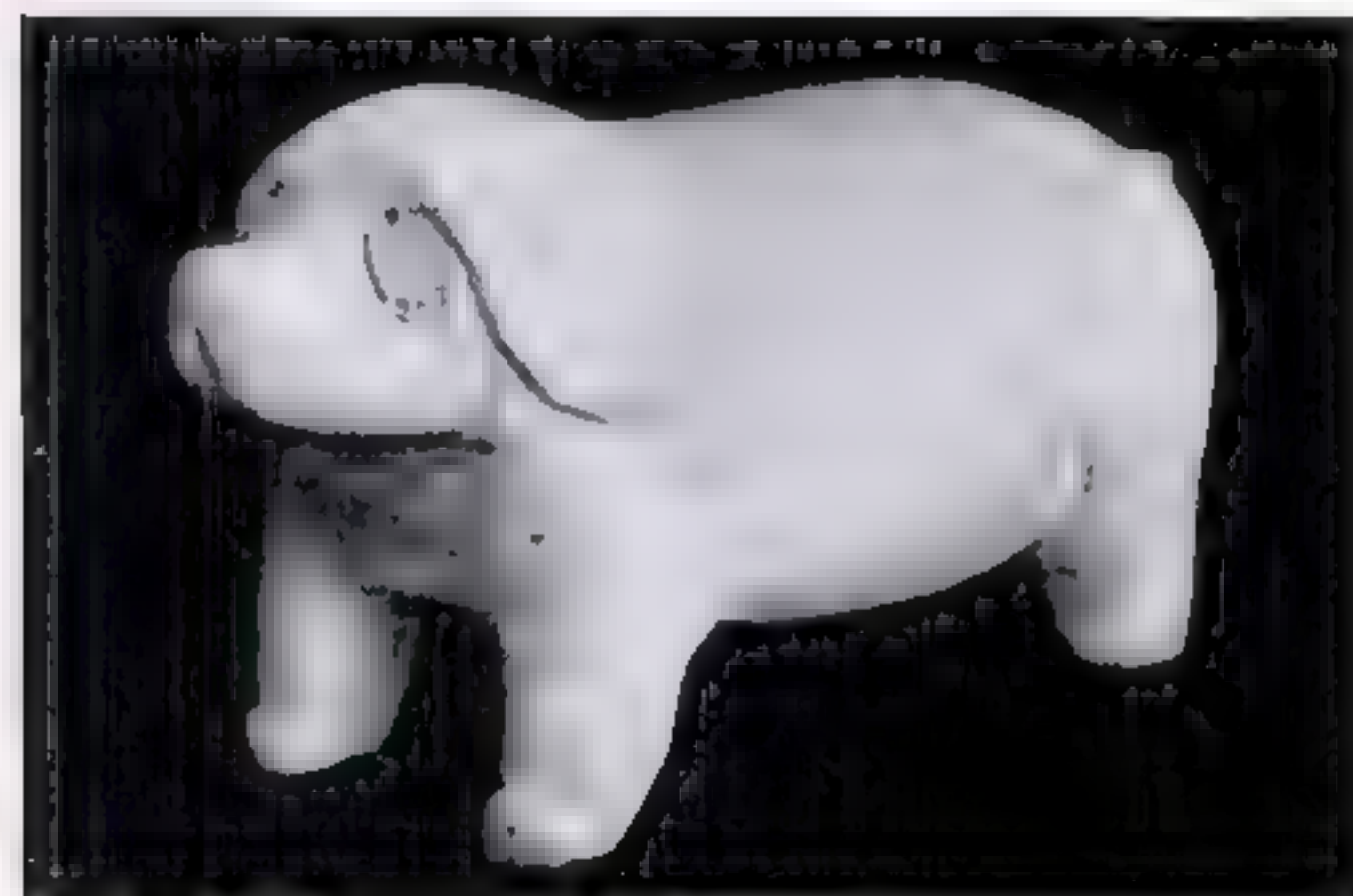
*Trademark Registered
Copyright 1954, Scripto, Inc., Atlanta, Ga.

YES, **Scripto** GUARANTEES THE BEST...

Available in Canada at slightly higher prices

...in writing!

FOUR VERSIONS OF JERRY



CREATIVE RESULTS of Jerry's modeling session include (top) a clay version by Ann McClelland, a Thurberish soap model (second from top) by Gary Ferrin, a piggy-bank version made of balsa wood (second from bottom) by Dennis Hall, and wire model (bottom) by Lance Wallen, who explained, "It doesn't look much like a dog, I guess, but that's the way it looked to me."

CONTINUED ON NEXT PAGE

Telegraph your Easter Greetings



so treasured, so lasting



so appropriate
to the day

There's no better way to spread
the joy of Easter than by remembering your
loved ones with your own, personal Greetings by
Telegram. Your local Western Union office will
accept your messages now for delivery
on special Easter blanks.

On any Occasion
it's wise
to wire



WESTERN UNION



Send Bunnygrams to those quite young
You're sure to have your praises sung.
Signed: Peter Rabbit

It's a
Red
Letter
Day!

Basset-Discwriter
THE DISCWRITER

THE DISCWRITER IS THE ONLY
TYPEWRITER IN THE WORLD
WHICH WRITES IN DISC
FORM. IT IS THE ONLY
TYPEWRITER WHICH WRITES
IN DISC FORM. IT IS THE
ONLY TYPEWRITER WHICH
WRITES IN DISC FORM.



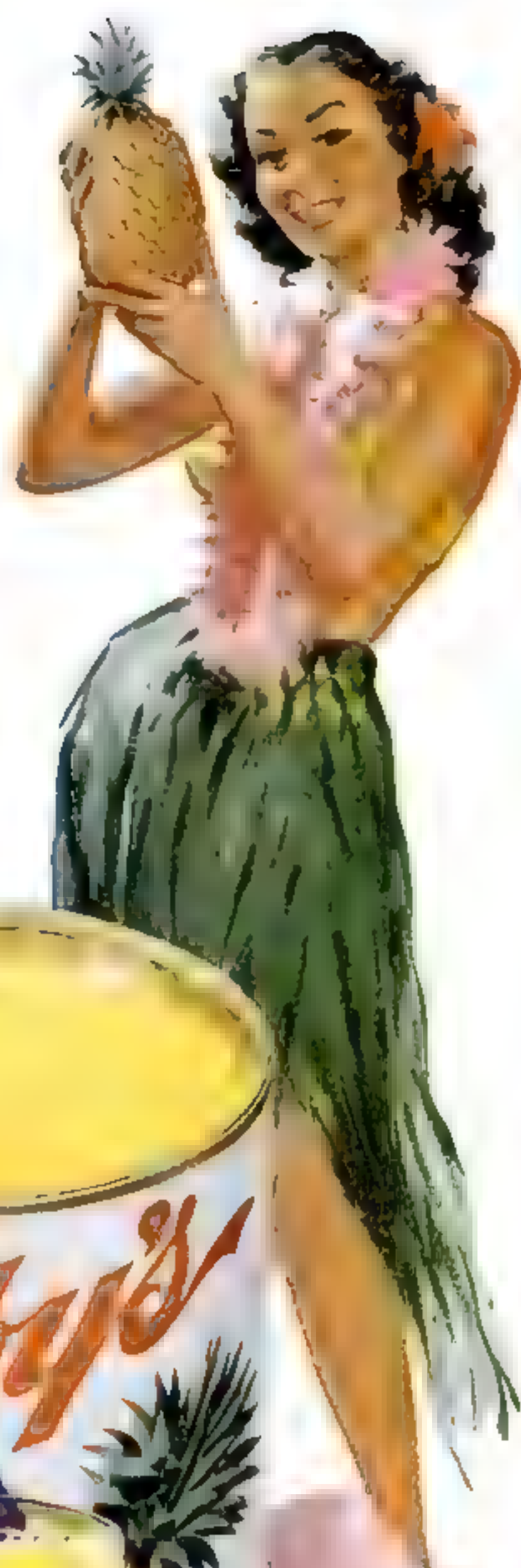
DOG'S DAY ENDS as John Couch takes him for a stroll. Jerry is owned by Richard Bassett who got into basset-breeding business "because of my name."

Taste Libby's

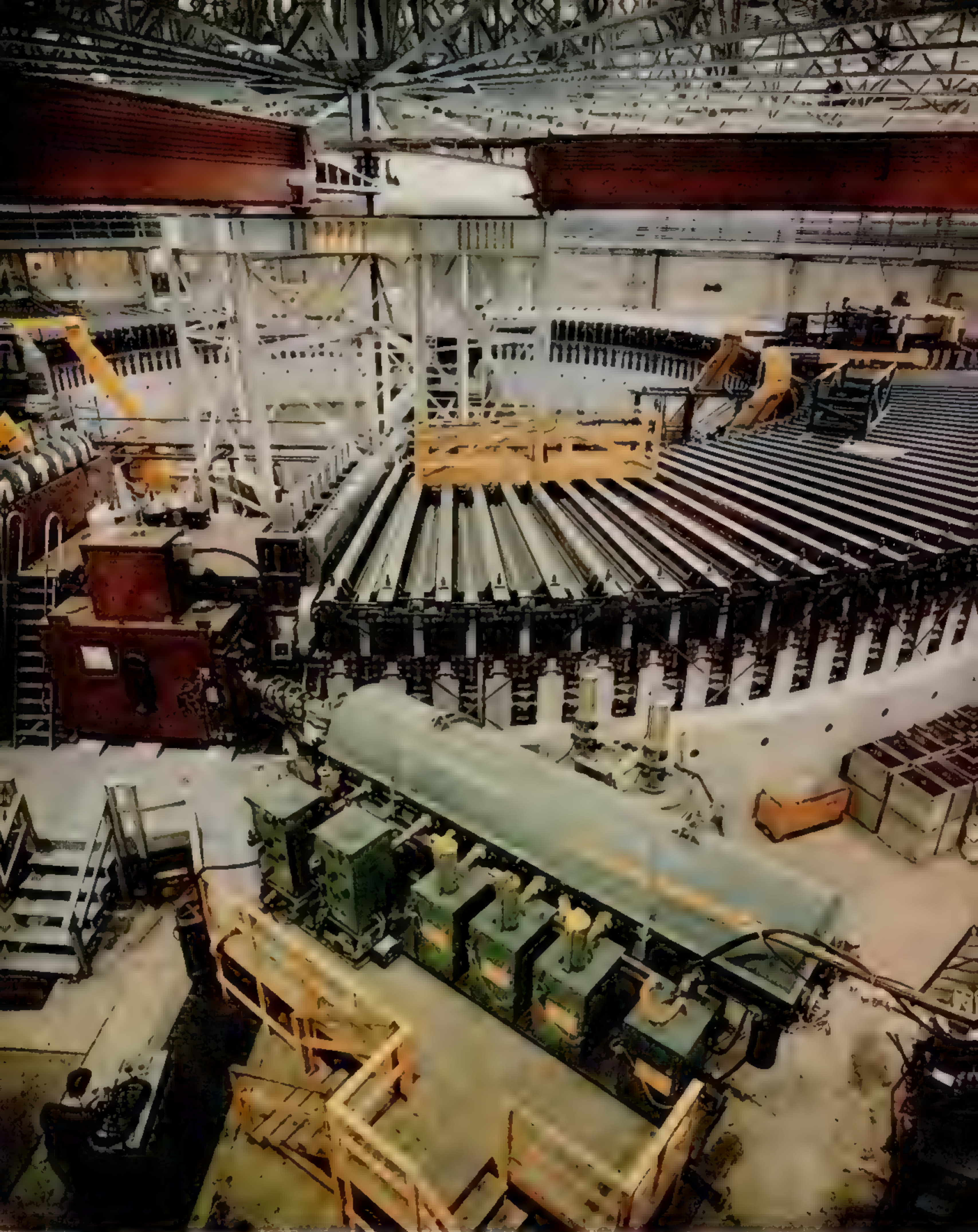
quick-packed in Hawaii

Freshest tasting pineapple juice ever

because it's quick-packed when the
pineapples on Libby's Hawaiian plantations
are golden-ripe and running with juice



Unsweetened



THE BEVATRON'S IMMENSE CIRCULAR MAGNET WEIGHS 10,000 TONS AND MEASURES 136 FEET IN DIAMETER. THE COMPLETE APPARATUS COSTS \$9 MILLION



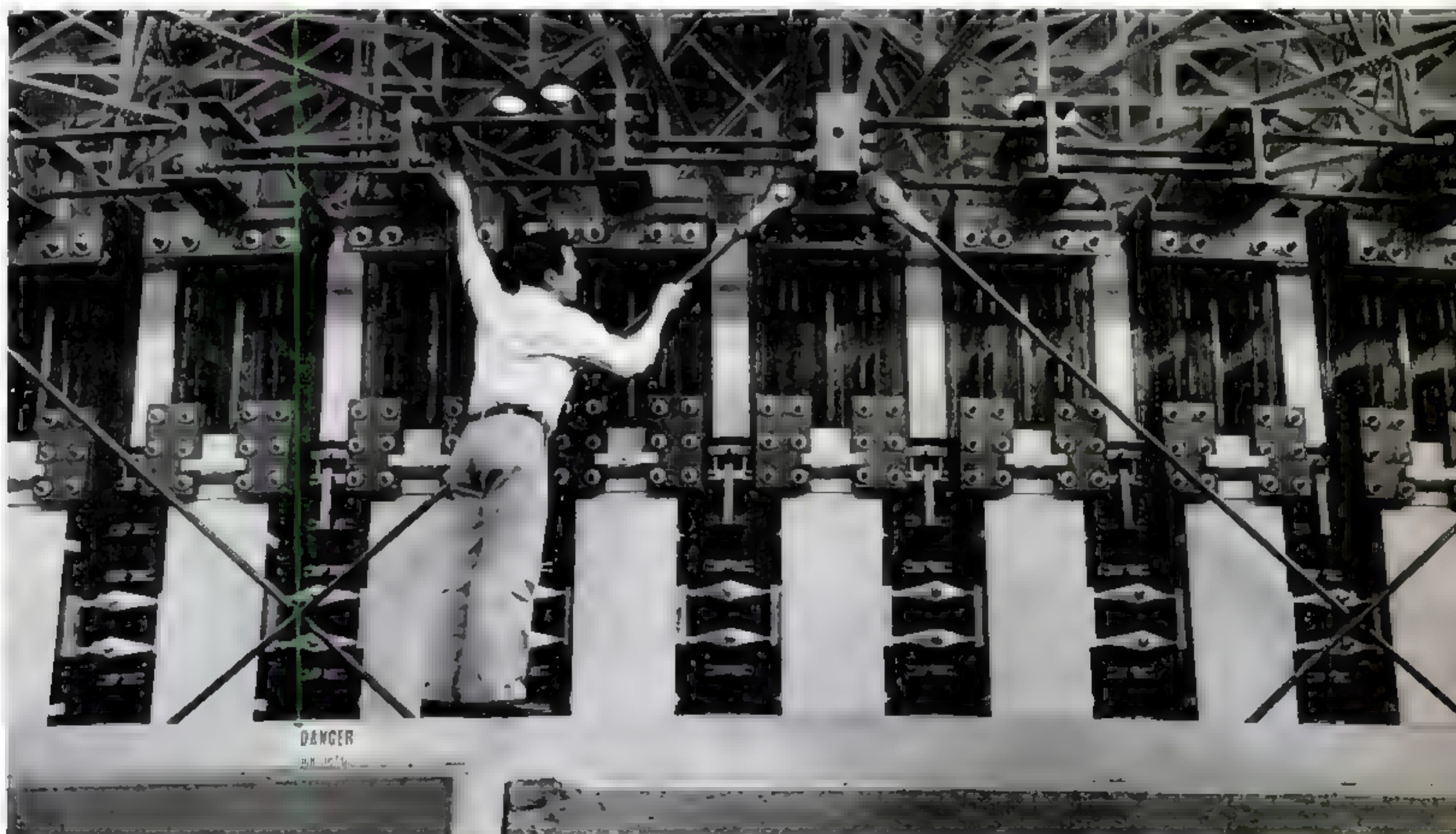
BEVATRON IS IN CIRCULAR BUILDING ON BERKELEY HILL. ITS RADIATION IS NOT DANGEROUS TO THE COMMUNITY

NEW AND MIGHTIER ATOM SMASHER

By creating cosmic rays, the Bevatron will help science discover how atomic nuclei are held together

At the University of California the biggest machine ever built for nuclear research has just begun to tear atoms apart with greater energy than any atom smasher has ever produced. In a vast room (*opposite*) protons, the nuclei of hydrogen atoms, are shot from a locomotive-shaped accelerator (*foreground*) into a vacuum chamber inside a gigantic hollow magnet (*rear*). There they are speeded to 184,400 miles a second. When they have attained the fantastic energy of 6.25 BEV (billion electron volts),

they can be spun against metal targets, smashing the metal atoms and releasing their nuclear particles. The least known of these particles are mesons, which in free form appear as cosmic rays and in the atom are associated with the energy that binds the nucleus together. Because the machine, called a Bevatron since it gets up into the BEV range, splits atoms with such tremendous power, it will create more types of mesons than ever before possible and will explore the mystery of their function.



STEEL CASING OF MAGNET (ABOVE) CONTAINS VACUUM CHAMBER IN WHICH AN ELECTRODE GIVES PROTON BOOST OF ENERGY EACH TIME IT WHIRLS PAST

AFRICANA by SWANK

African masks ...

Stunning cuff links and tie clip



AFRICA

For instance

UBANGI

...or the ZULU

UGANDA

Every set a prize for any man's collection...

Men prefer
SWANK

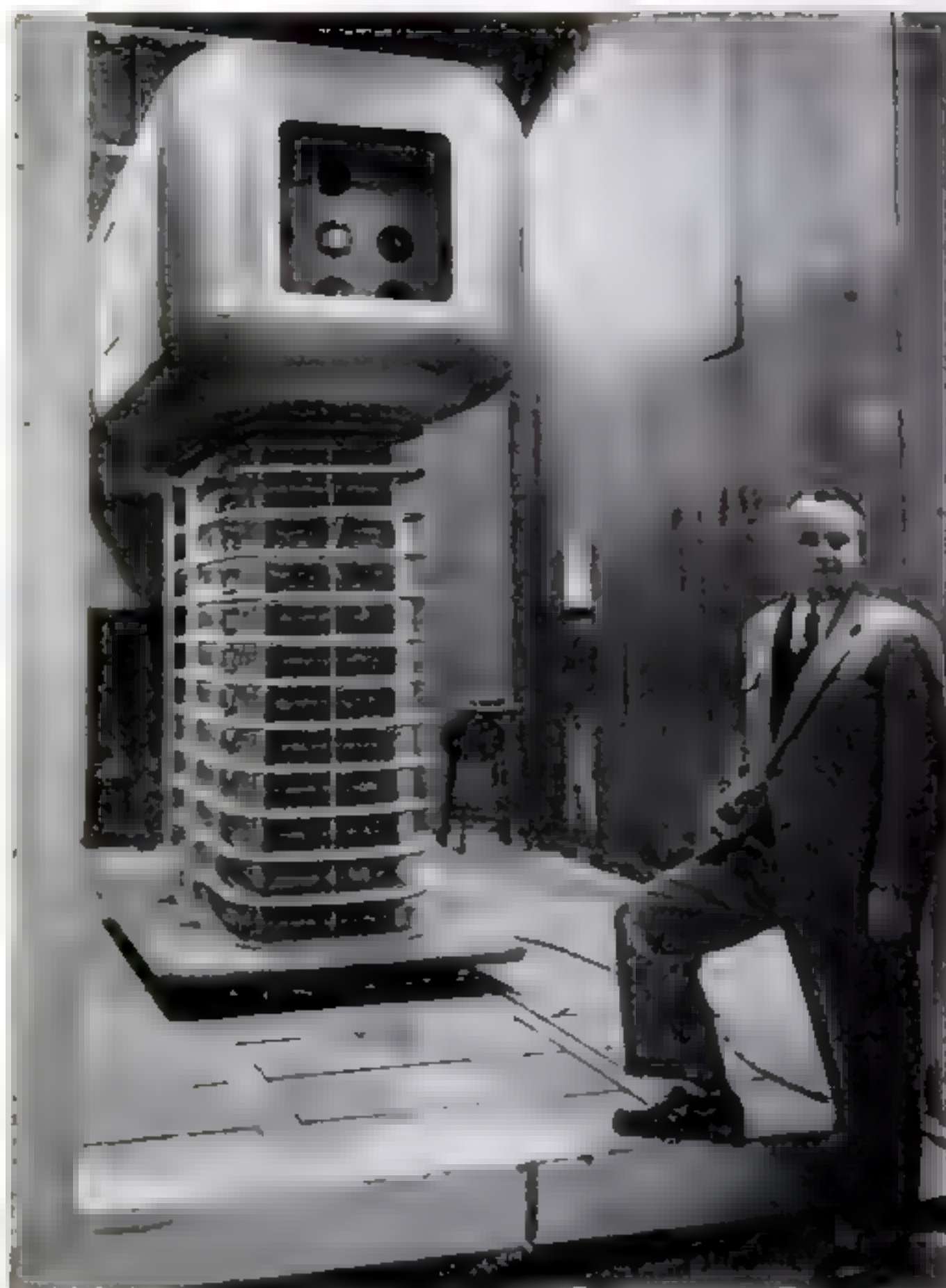
Cuff Links \$9.00, Tie Clip \$7.50. The set \$16.50.
Africana Pin Ups also available \$2.50.
Prices subject to Fed. Tax.

Look for the name 'SWANK'

because it makes the difference

Swank, Inc., Acton, Mass.

Mightier Atom Smasher CONTINUED



PROTONS ARE GENERATED in a small chamber inside the front end (shown) of the big accelerator. The Cockcroft-Walton machine, which is 10 feet long, is used to accelerate protons to 100,000 electron volts.



PROTONS ARE BOOSTED to 500,000 electron volts. The charges generated in base of Cockcroft-Walton machine. The protons are voltage down the rings which pass protons down in above that start at rear of machine.

Can this be true? YOU...

playing lovely organ music in 30 minutes?



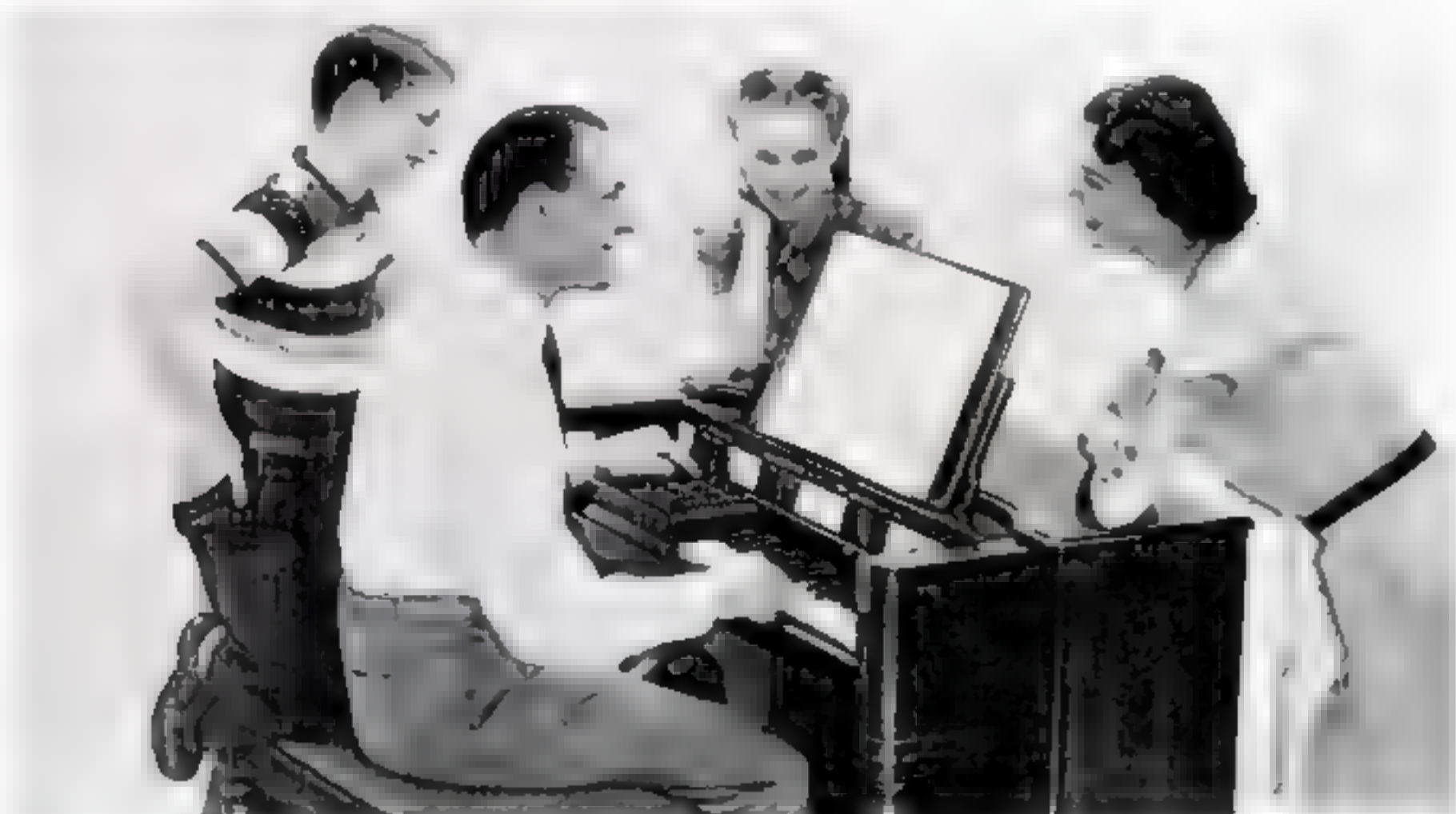
You don't believe it at first. You tell the man you haven't had a music lesson since you can't remember when. How can a person like you start playing beautiful music on the Hammond Chord Organ in half an hour? But the man says, "Of course you can! Thousands have!"



1. You sit down, half afraid to touch the keys. Inside this magnificent instrument are hundreds of glorious tones and scores of instrumental effects... rich chords you can thunder forth or soften to a whisper. How do you begin?

2. First, you touch one key at a time to play a simple melody. If you can't read notes, the easy "Picture Music" shows you which keys to play. You are thrilled to find that this alone produces enchanting music on the Hammond Chord Organ.

3. Next, you push a clearly-marked button with one finger of your left hand. This adds the full-toned harmony chords that ordinarily take at least 3 fingers on most organs. Why...listen! You are playing...rich, wonderful organ music!



4. In a matter of weeks, you find you can play dozens of your favorite selections—popular songs, church music, even classics—without lessons or tiresome practice. And you are delighted to see the rest of the family join in the fun of making music.

What's more, you know you will never outgrow the Hammond Chord Organ. For this remarkably versatile instrument offers even the most accomplished musician wide scope for his talents.

It can be true—this week!

Play the Hammond Chord Organ in private for a few minutes, and you'll surprise yourself. Your dealer has a variety of terms available, often as much as three years. The full price of a Hammond Chord Organ—\$975 f.o.b. Chicago (bench shown not included). For more details, mail the coupon.

The Hammond Chord Organ

by the makers of the famous Hammond Organ

Hammond Organ Company
4234 W. Diversey Avenue, Chicago 39, Illinois

Without cost or obligation, please send me full details about the Hammond Chord Organ and the name of my nearest dealer.

Name _____

Address _____

City _____ P.O. Zone _____ State _____

© 1964, Hammond Organ Company

So Easy it Amazed us!



Birge Quick

The marvelous new do-it-yourself
WALL COVERING



FAST. Cut a strip of **QUICK** to right length. Dip rolled strip in **QUICK WaterBox** for 30 seconds.



EASY. Slowly unroll strip and apply to wall. No need to hurry... adhesive stays moist for more than 15 minutes.



PERFECT. Match pattern and smooth out by sponging. There's your expertly decorated, beautiful wall!

QUICK gives beautiful colors and designs... it's pasted, trimmed, plastic coated!

Decorate your own walls today with amazing new **QUICK**! Without any previous experience you can do an unbelievably beautiful job of wall decoration quickly, easily, perfectly. No tools to buy, no pasting, no trimming. A complete selection of style-right designs and consumer-tested colorings for every room in the house. You can **QUICK**-decorate an average kitchen or bathroom for as little as \$6.00; bedroom for \$9.90. (Slightly higher in the West.)

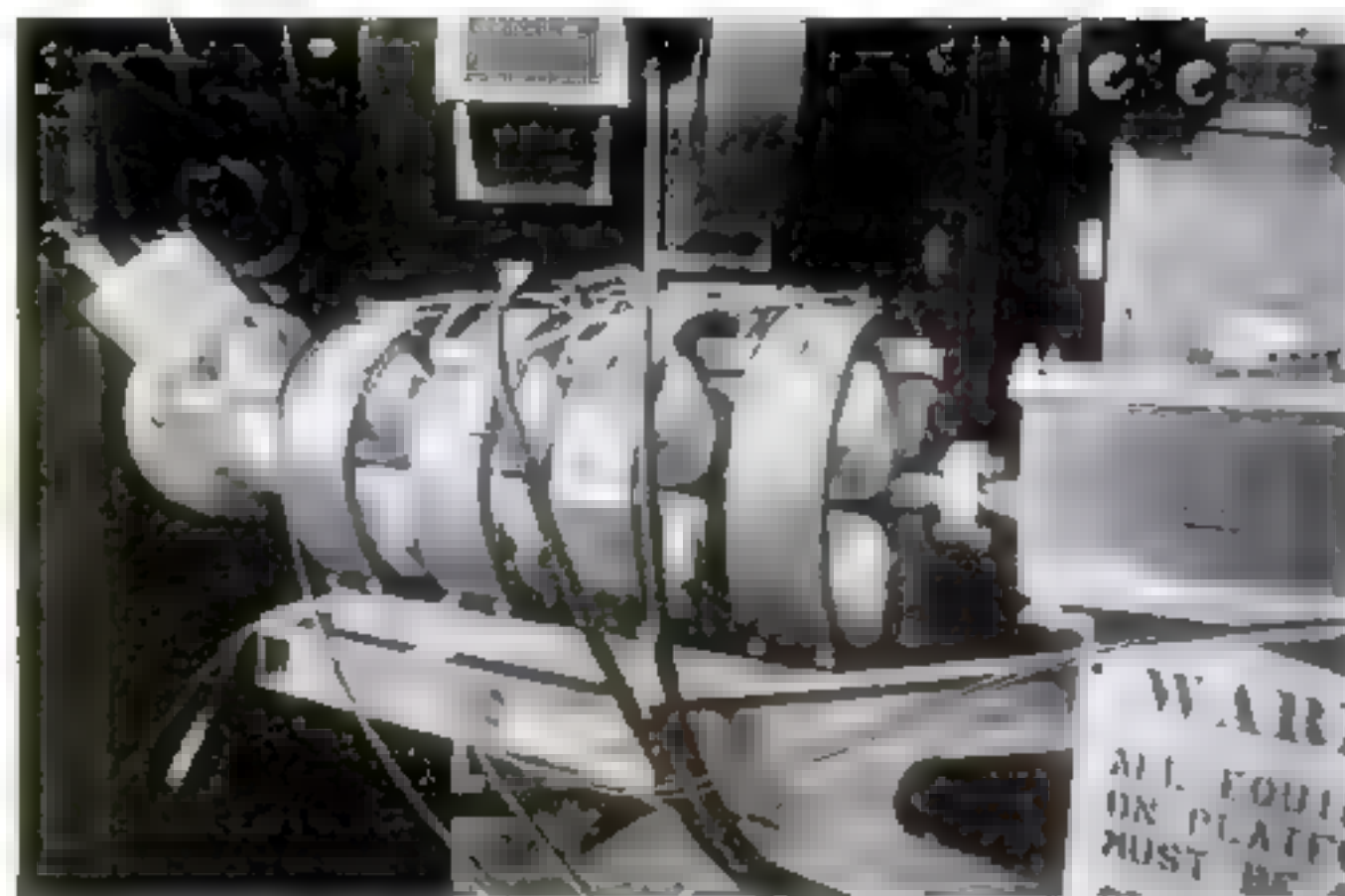
SEE YOUR **Birge** DEALER
For a **QUICK DEMONSTRATION**

WRITE US FOR HIS NAME

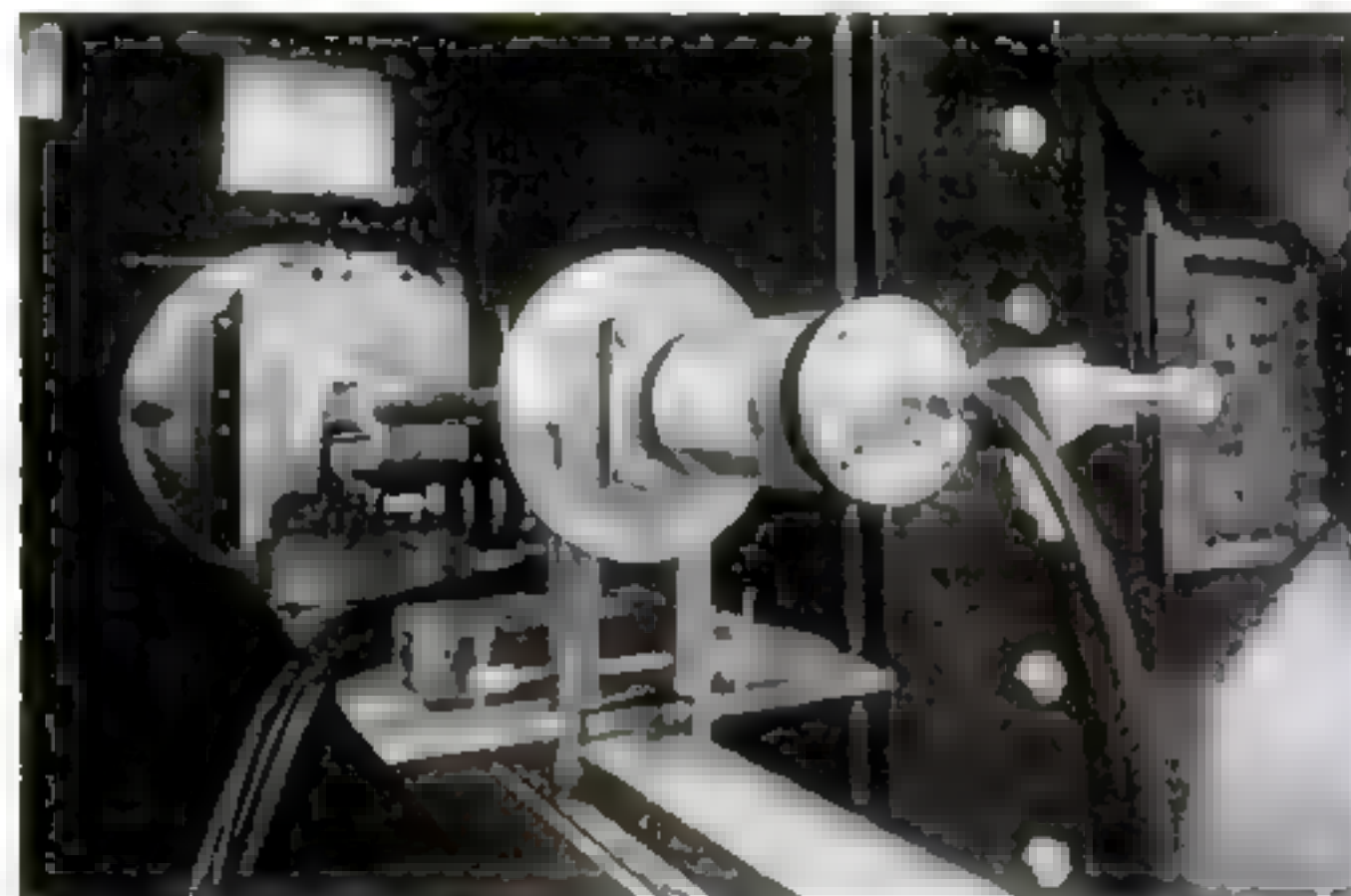
THE BIRGE COMPANY, INC., BUFFALO 1, N. Y.

Also makers of the famous Birge Scenic, Colonial, Authority, Heritage, Emblem and Trophy collections of fine Wallpapers.

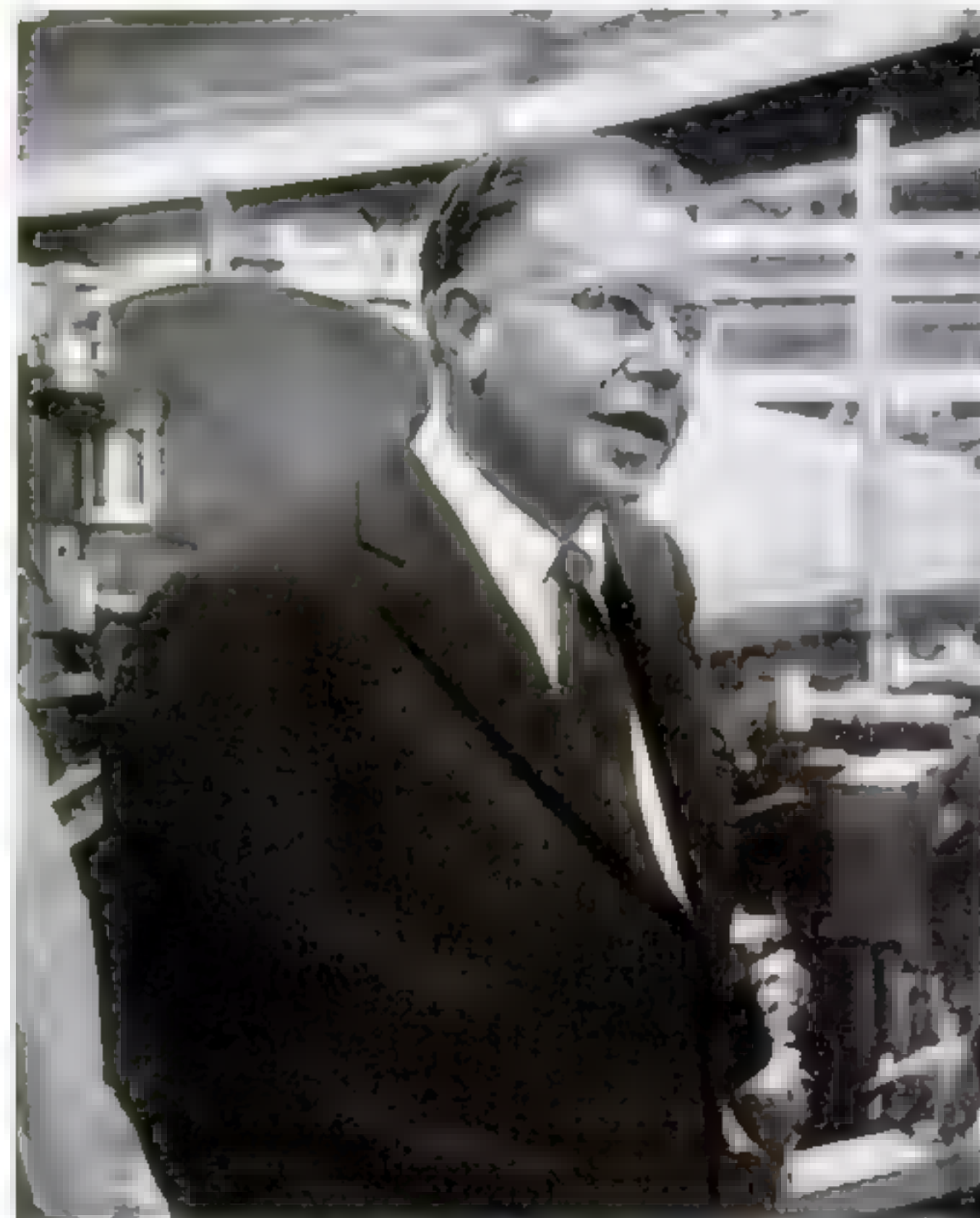
Mightier Atom Smasher CONTINUED



FOCUSING MAGNETS bunch protons together so they will enter big magnet's vacuum chamber and not scatter instead against steel casing. Protons have passed through Cockcroft-Walton and are now leaving linear accelerator.



TARGETS consisting of metal sheets or photographic plates are poked into magnet's vacuum chamber by plunger (foreground). Mesons, released from metal by protons, can be deflected into cloud chamber to study their tracks.



DIRECTOR of university's Radiation Laboratory, which operates the Bevatron, is Nobel Prize-winner Ernest Lawrence. When asked what Bevatron research will discover, he says, "If we knew that we wouldn't have built it."

Give your Ford a Spring lift



How did your Ford weather the winter? Chances are it needs a *spring lift* to get it ready for the heavy driving months ahead. Now's the time to have it thoroughly checked . . . and if replace-

ments will add to its performance, get **Genuine Ford Parts**. *They're made right* for Fords . . . to standards set by the same men who designed and built your Ford.

FORD Division of FORD MOTOR COMPANY



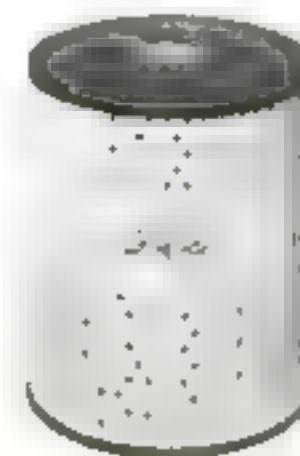
Ford Batteries

Long-life Ford batteries are tailored especially to Ford's ignition requirements. Your dealer can recommend the *right* Ford battery for the particular needs of *your* Ford. Each battery is backed by a liberal warranty.



Ford Spark Plugs

Ford Spark Plugs with the unique Sillment seal are designed to "seal in" compression . . . keep power high. They are balanced to your Ford's ignition needs to give your engine continuous smooth performance . . . high gas mileage.



Ford Oil Filter Elements

Ford Filters of specially designed filtering material, with millions of tiny pores, screen out harmful contaminants quickly and thoroughly . . . yet oil flows freely for proper engine lubrication and useful additives are retained.



"Trade" where you see these signs



REPORT ON ANOTHER CARRIER ACHIEVEMENT

THE NEW SILHOUETTE IN ROOM AIR CONDITIONERS

What is this new silhouette in room air conditioners that millions are looking at and talking about in 1954? See it for yourself on the page at the right. Notice how gracefully the slim profile of the room air conditioner in the window blends with the furnishings of this lovely room. It scarcely extends beyond the sill. There is no interference with window decorations. And smart homemakers may even pull draperies across the unit when it is not in use.

This sensational new room air conditioner was styled for Carrier by a group of famous designers and fashion experts. The flowing contours of its lines are at home in the best of company. The gleaming touch of chrome across the front which carries the "first name in air conditioning" is another mark of distinction. And the smart new colors in which it is offered — Colonial White and Glacier Gray — will harmonize with modern or traditional home interiors.

The new silhouette in room air conditioners goes anywhere, is capable of more than a dozen types of installation. It may be installed almost all the way out of the window, all the way inside the room, or at any position in between. Do you want your Carrier at the top of a window instead of below it? In a transom? Through the wall? Now you can have your choice of almost any location — an amazing flexibility that is another reason for Carrier leadership.

What does it all add up to — this new Carrier for 1954? Just this: see the Carrier before you buy. You'll find summer comfort beyond your dreams, picture-beauty that harmonizes with the finest interiors, and versatility that is unmatched. Visit the Carrier dealer listed in your Classified Telephone Directory. And enjoy the pleasure and pride of Carrier ownership for many, many years to come. Carrier Corporation, Syracuse, New York.



ALL OVER AMERICA PEOPLE ARE STOPPING TO INSPECT THE CARRIER ROOM AIR CONDITIONER THAT CAN BE INSTALLED IN A DOZEN DIFFERENT WAYS



CREATED BY THE PEOPLE WHO KNOW AIR CONDITIONING BEST...CARRIER CORPORATION, SYRACUSE, NEW YORK



now-a **PLASTIC** adhesive tape

CURAD^{*} tape

**waterproof-washable
stays neat-stays clean
and stays on-**

*Trade Mark of
The Kendall Co.



Just snap the lid to cut the tape. Built-in cutter gives a neat strip automatically. Jewel-like plastic dispenser keeps tape clean till you use it. Handiest tape around the house!



No more tearing and twisting to get a strip of tape. No more hunting for scissors or a razor blade. The CURAD Tape dispenser does the cutting for you—and never wastes an inch.



New CURAD Tape stays stuck even when you take a soapy bath. Washes clean like your skin. Doesn't get soggy. And CURAD Tape is strong and elastic—no more stiff, bulky bandages. Fits like your skin.

-you can bathe with it on!



Old-style cloth tape comes unstuck in water, gets dirty and messy-looking. Not CURAD Tape! It's waterproof plastic. Water and dirt can't soak in. The edges can't ravel. Doesn't leave sticky streaks.

(BAUER & BLACK)

Division of The Kendall Company

Not Yet Thirteen

'SUB-TEENS' FOSTER WHOLE NEW BRANCH OF DRESS BUSINESS

The newest delight of the fashion industry is the highly vocal, style-conscious girl who calls herself the "sub-teen." Because the U.S. birth rate soared from 1941 on, there are 4.2 million girls who have reached the ages of 10 to 12, enough to rate a new branch of the dress business devoted to their sizes and styles. They have responded with such enthusiasm that up to one third of all clothes for ages to 13 are bought by girls in this category alone. LIFE presents on these pages, in fanciful poses representing sub-teen activities, the wide range of clothes available to a girl not yet 13.



BARE-ARMED DRESS
with wide skirt (Kate Greenaway, \$8)
and flat gondoler hat with
high-riding daisy (John Fredericks, \$8)
are admired by sub-teens in dungarees.

RUFFLED SLIP
of polka-dot nylon (Style Undies, \$9)
is stiff enough to buoy
full-skirted dresses, has snug
elasticized camisole top.



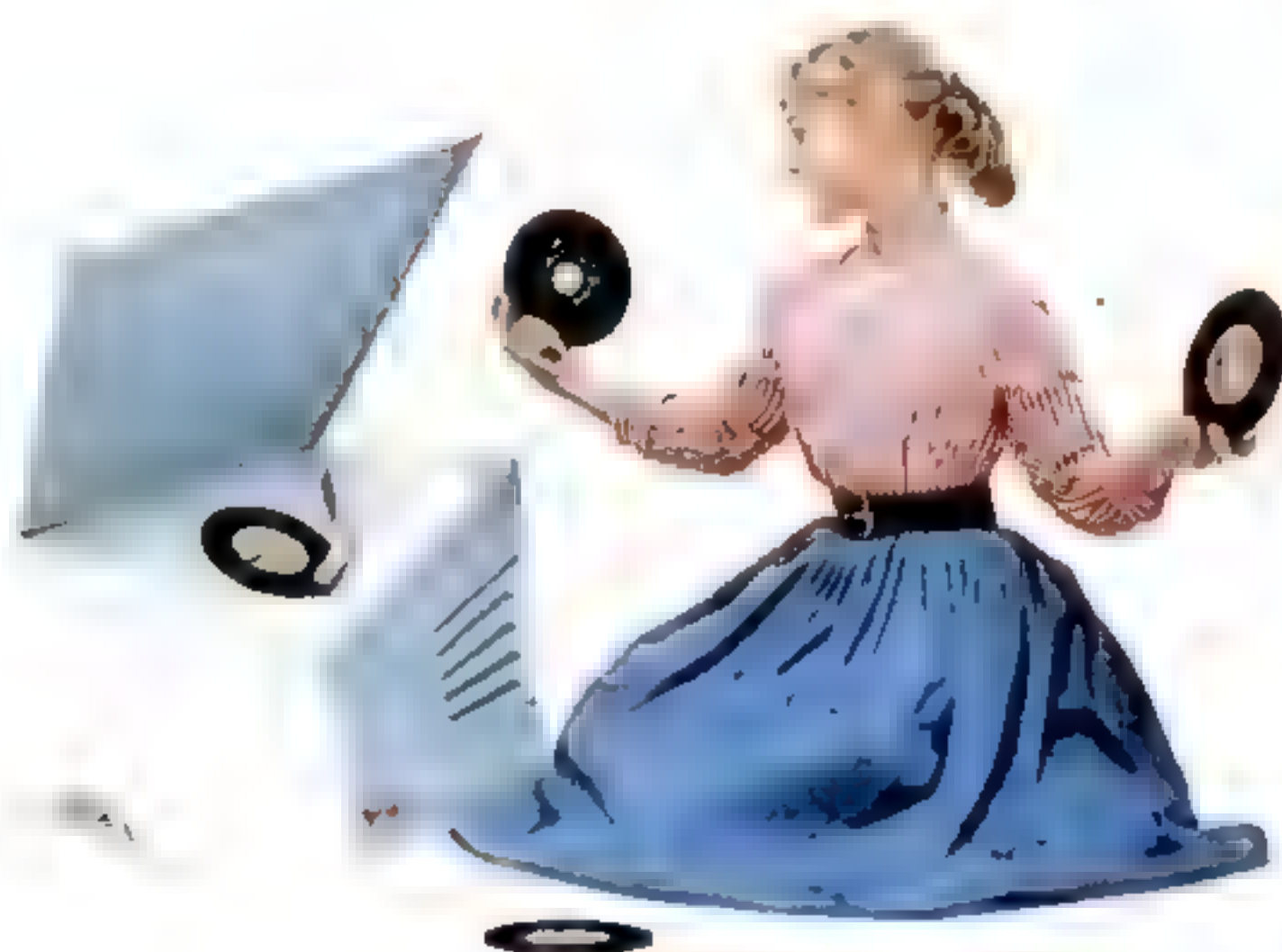
DOTTED COTTON
in bright colors is used
for shirtwaist dresses (Suzy Brooks, \$13),
to be worn with sailor hats (John Frederics, \$6)
on a soda fountain spree.



PARTY PRINT
of cotton with lightly scooped neck
and built-in petticoat (Children's House, \$20)
goes with pink pumps
which have sub-teen's first heels.

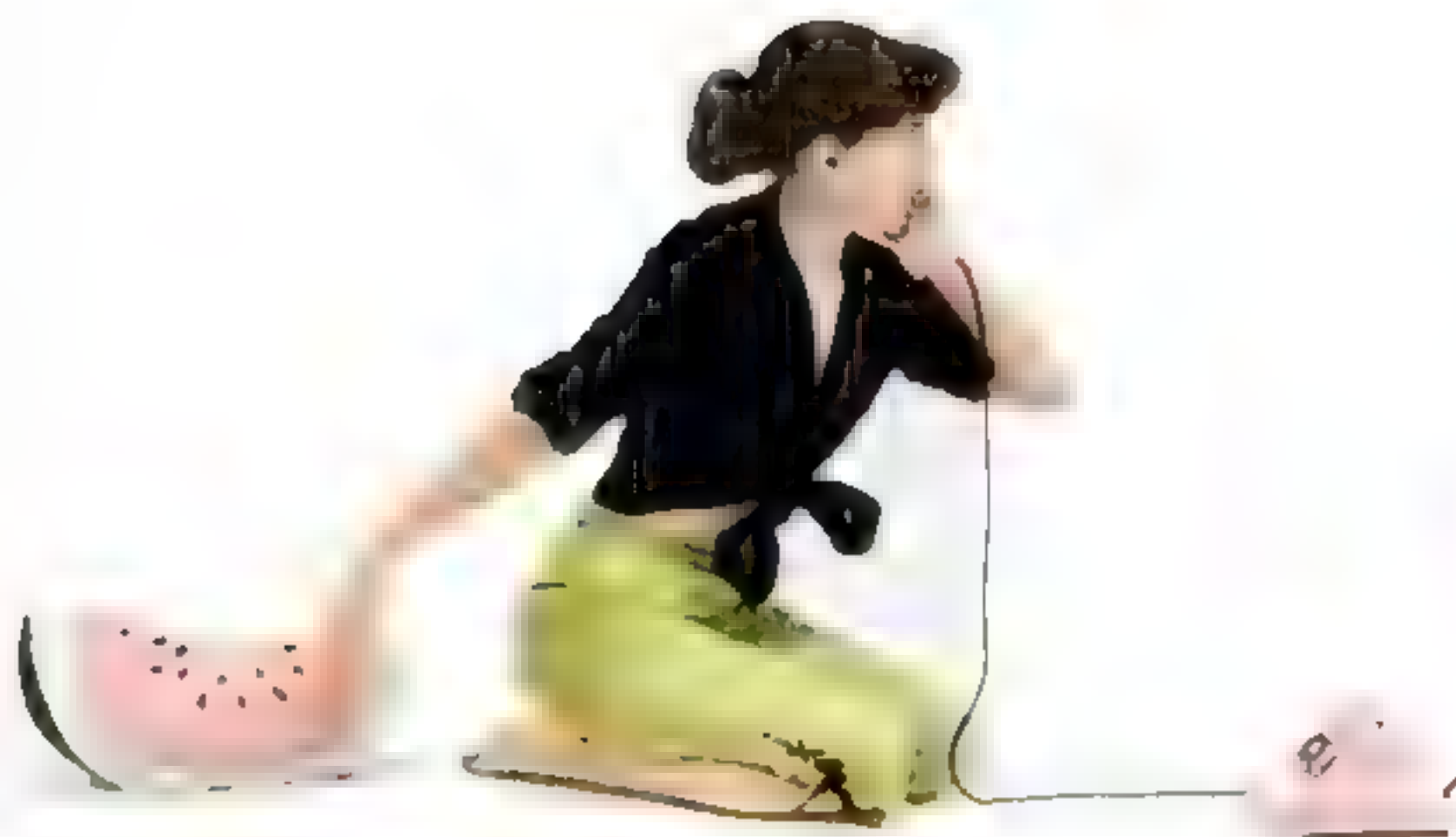


PEPPERMINT TOP
which copies boy's shirt (\$5) is worn
with pleated skirt (\$5, both Revro)
and leather cinch. Separates
are especially good for sub-teen figures.



TAPERED PANTS

with shoestring ties at knee (\$4) and a cotton shirt knotted at the waist (\$4, both Derby) make good outfit for extended telephoning.

**SHIRT RAINCOAT**

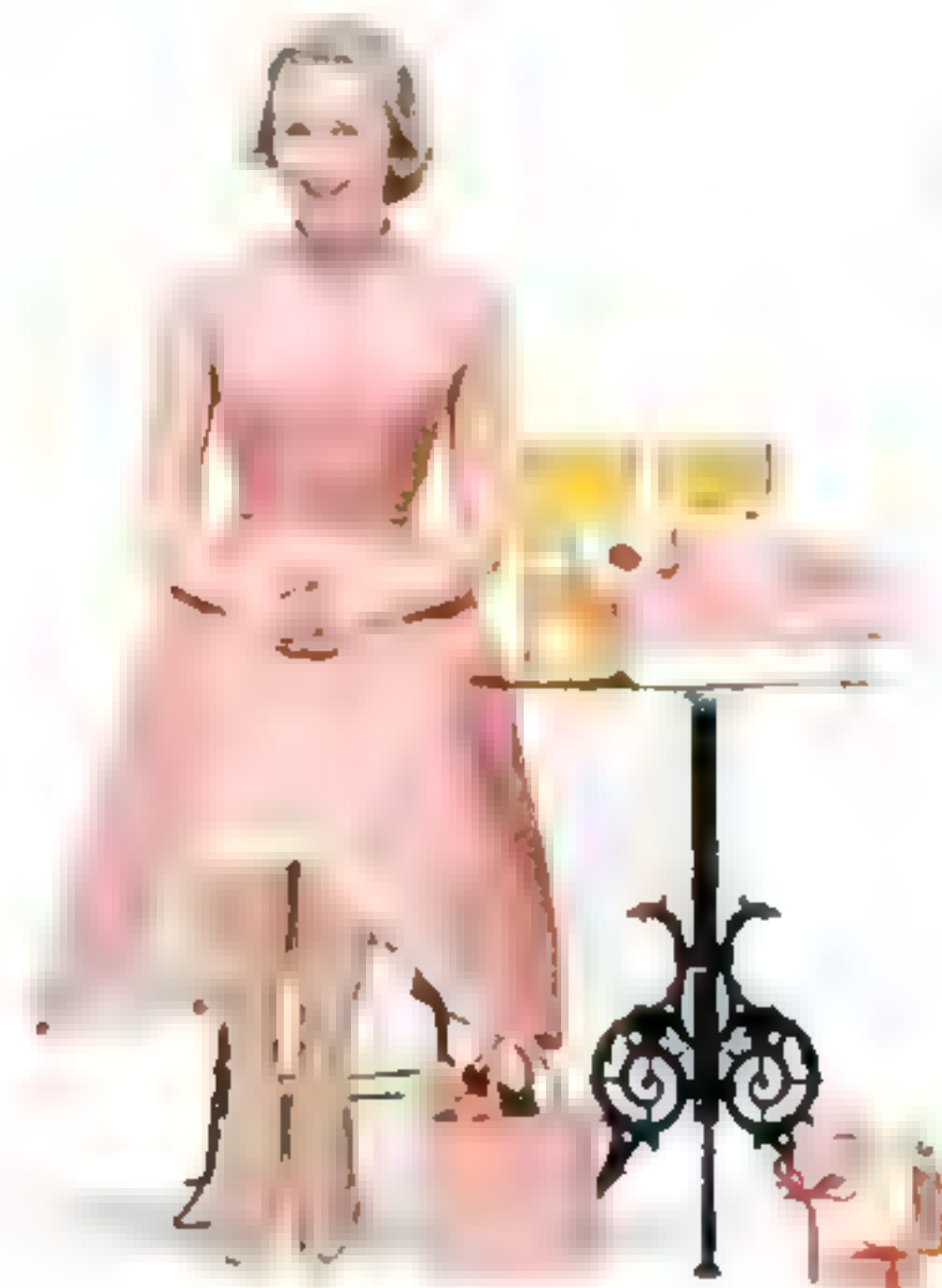
in checked cotton with matching hat (Sherbrooke, \$20) is stylish when sun shines too. Capezio shoes cost \$8.

**CIRCUS STRIPES**

on cotton, woven like linen toweling, make cropped jacket (\$6) and full skirt (\$8, Miss Ilene). Straw gondolier hat tops it off.

**PRINCESS DRESS**

of rayon linen (Suzy Brooks, \$11), with tote bag (Pyramid, \$3) gives sub-teen a foretaste of what she can wear as an older young lady.





Use either the links or the 1-lb.
Brookfield Roll. Both have the
"JUST-RIGHT" SEASONING!

Swift's Brookfield Sausage

SWIFT...TO SERVE YOUR FAMILY BETTER!

Here's the easy (wonderfully easy) way to make

Real Italian Style Pizza

It's as easy to make as it is to eat when you use

Pillsbury Hot Roll Mix and Swift's Brookfield Sausage

Pizza—a meal in itself, full of exciting flavors. Cheese, tomatoes and sausage baked on top of a yeast dough that's crisp and crusty. You cut it like pie. Eat it with fingers or fork. Everybody loves it. And you can make real Italian Pizza so easily! With Pillsbury Hot Roll Mix it's only 3 minutes from package to dough. Only 1 rising.

And the topping is wonderfully easy and delicious too. Particularly when you use Swift's Brookfield Sausage—the sausage with the “just-right” seasoning—not too spicy, not too mild. Wouldn't Pizza be a great change of pace for dinner tomorrow? Pillsbury Hot Roll Mix and Swift's Brookfield Sausage, that's it.

HERE'S ALL YOU DO:

1. Prepare dough as directed on Pillsbury Hot Roll Mix package (this takes only three minutes). Let rise until light, 30 to 60 minutes. Only one rising period. Everything you need (including yeast) is right inside the package. All you add is water.



2. Pan fry 1 to 2 lbs. Swift's Brookfield Sausage until pink color disappears, drain. (If link sausage is used, brown lightly, slice.) Shred $\frac{1}{2}$ lb. Italian or sharp cheese. Pan fry lightly $\frac{1}{2}$ cup minced onion in 1 tbsp. sausage drippings. Add 8 oz. can tomato sauce, 6 oz. can tomato paste, 1 tsp. salt, $\frac{1}{2}$ tsp. oregano, and $\frac{1}{4}$ tsp. garlic salt.



3. Divide dough into four parts. Flatten each piece and pat into bottoms of four 9 or 10-inch piepans. (Or divide dough in half, roll out two 12 x 8-inch rectangles and place on baking sheets.) Brush with olive oil or sausage drippings.



4. Arrange half of cheese on dough. Cover with tomato mixture. Top with remaining cheese and the Swift's Brookfield Sausage. Sprinkle with grated Parmesan or sharp cheese, finely cut parsley and sliced cooked mushrooms. Bake immediately in a very hot oven (450° F) 15 to 20 minutes. Serve hot.



Recipe for Pizza right on the package, too.

Pillsbury Hot Roll Mix

(WITH FRESH-ACTING YEAST)

Now new Delsey toilet tissue comes in your favorite bath towel colors

Choose from 4 delicate shades as well as white



Fine and firm and soft
like Kleenex tissues

Tears clean at a touch! No shredding, no waste with Delsey—the new, finer toilet tissue. It's made to tear evenly, last longer. And with Delsey* you get Kleenex* softness and double-ply strength. Be thrifty, buy quality, buy Delsey.

Ask for Delsey where you buy Kleenex



STYLE DESIGNED FOR SIZE

The sub-teen girl has long been stuck in a fashion backwater. She scorned the styles her kid sister wears but was curbed by her parents from appearing in ankle-length dresses beyond her years. Now designers are creating fashions especially sized for sub-teens which copy the stylish adult look they crave. One version of the girls' own favorite—wide skirts worn over plenty of petticoats—is shown on the cover. The bandanna-printed square-dance skirt (\$7) has a matching scoop-necked top (\$3, both Mademoiselle Modes); the crinkled cotton skirt which is striped with rickrack (\$9) is worn with a cap-sleeved blouse (\$3, both Derby). For less formal occasions (*below*) sub-teen taste currently runs to shirts which can be worn with a variety of pants and skirts and with a broad belt to cinch their not yet indented waistlines.



ABBREVIATED SHORTS (\$3) which wearer rolls high to make legs look longer are worn with a checked sleeveless shirt (\$1, both Glen of Michigan).

WISP STICK grooms unruly hair

at a stroke!



IT'S NEW!

For hair repair, anywhere, you'll carry a WISP-Stick. Not a grease or "goo"... an amazing new hair cosmetic.

Everyone's plagued by some hair problem—wayward wisps, "stick out" ends or just general cussedness. That's why WISP-Stick* is here. Stroke it on, then comb hair. What a difference! Every lock stays put... gleams, glistens with smoothness!

Ends that oily, "plastered" down look. Because WISP-Stick is not a sticky "varnish," not a messy pomade... hair looks *naturally* neat, *naturally* smooth.

As handy as your lipstick in a smart little portable case, for hair repair at a moment's notice. You've always carried make-up in your handbag... but something essential was missing. Now—nobody leaves home without a WISP-Stick!

- keeps stray wisps in place
- controls short ends
- tames wiry permanents
- trains cowlicks, crew cuts
- keeps hair-do neat, manageable

Fits pocket or purse

For everyone from Dad on down!



Here's hair grooming, man-style. WISP-Stick goes into action at the drop of a hat. Ideal for business men, sportsmen, servicemen.



Now Junior can lick that cowlick. Trains teenagers' problem hair; keeps kids neat-from-the-neck-up. It's fun to carry a WISP-Stick!



\$1 plus tax

at drug and cosmetic counters

\$1.25 & higher in Canada

*pat. applied for
Good Grooming Products, Detroit, Mich.

Why settle for half when Beautyrest



See why you'll get healthier

Everybody knows you can wake up tired and uncomfortable on a mattress that sags. *Even though you might say you slept all night.*

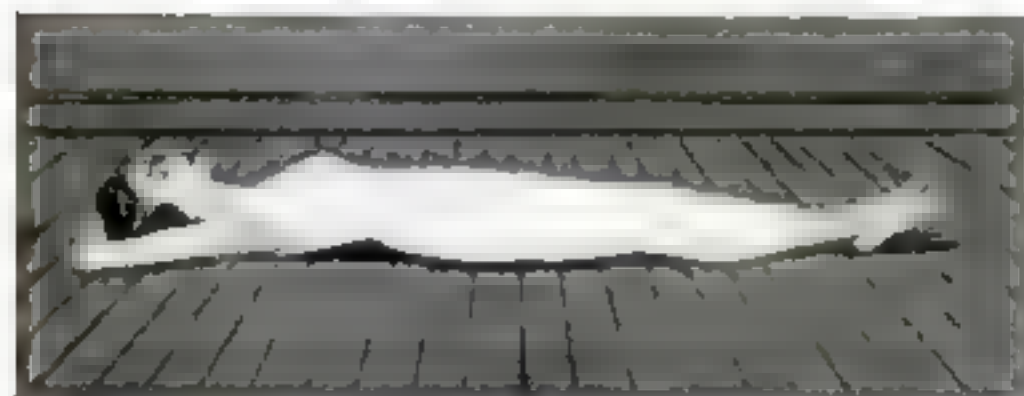
Everybody knows that a mattress has to be firm enough to support your back.

But, if you don't have comfort, what good is firmness?

Firmness *alone* won't cure a backache. If it did, some of us would sleep on the floor. What you need is firmness *PLUS* comfort!

Let's look past the covering and see what you're really getting for your money inside a mattress. It's the inside that counts.

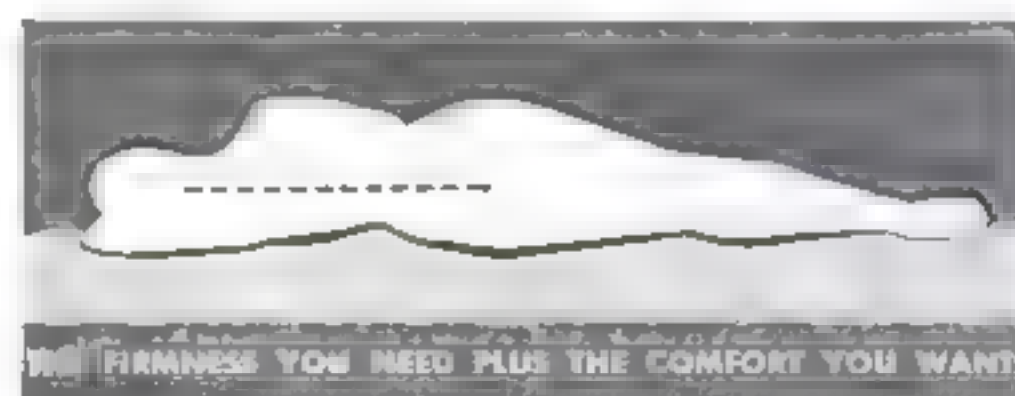
Read facts below from Simmons—world's leading authority on rest.



A mattress can be too firm. Lie on the floor and see. There's a hollow under the small of your back. This shows that rigidity alone is not right for rest.



A mattress can be too thin. X-ray of you on thin rubber mattress would show much of your weight supported by the *box spring*. Is a rubber mattress thick enough?



Exclusive Beautyrest independent spring action gives right support, in the right places, *all over*. Straight spine support with firmness, thickness and comfort.

More than 10 million people are getting

gives you firmness *PLUS* comfort!



rest with BEAUTYREST!



Exclusive secret of Beautyrest®—firmness *plus* comfort. On an ordinary mattress, the springs are locked together by wire so tightly that they can be too firm! *Too firm for comfort!*

But Beautyrest is *different*. Each one of the 837 springs is independent. *Not tied together.* Each spring resists for firmness. Each spring yields for comfort. Each and every part of your body gets *firmness plus comfort*. This is the inside secret of the healthier rest you'll get each and every night when your mattress is Beautyrest.

No axe to grind

It so happens that Simmons makes all kinds of mattresses. Rubber . . . horsehair . . . ordinary innerspring

. . . extra-hard type. And Beautyrest. We have no axe to grind. We honestly believe that the best for your comfort, your health and your pocketbook is Beautyrest.

Costs less in long run

Beautyrest usually lasts far longer than the conservative 10-year guarantee. The guarantee *alone* brings the price of \$69.50 down to less than 2¢ a night.

Remember, Beautyrest is still giving healthful rest to many people after 15 and 20 years of use!

Many people write letters like this one from Mrs. Robert Mize of Santa Ana, Calif. "I've had my Beautyrest for 24 years, and I'm convinced that the health of my family, and their good dispositions, too, can be traced primarily to your wonderful product."

Why settle for half when Beautyrest gives firmness *plus* comfort? Why not start getting more healthful rest Beautyrest, tonight?

Only Beautyrest gives you a choice:

1. **Normal-Firm model** \$69.50.
2. **Extra-Firm model** \$69.50. No extra cost. Costs *less* than some high-priced mattresses that are not as good.
3. **Brand-New Dual-Comfort Beautyrest** \$79.50. One half normal-firm, the other half extra-firm. Two can have a choice of firmness on one mattress.

**Only SIMMONS makes the
Beautyrest Mattress**

healthier rest on Beautyrest tonight!

A VERY SPECIAL OFFER

**To you...the 6 million men
who are already using today's
new "pressure-can" lathers**

**A HALF-YEAR
SUPPLY**

2 large cans of

**WILLIAMS
INSTANT LATHER**
WITH LANOTRATE²⁵

FOR ONLY 98¢

REGULAR \$1.58 VALUE



This offer is available now—this week—at your Williams dealer. Get this special "twin pak" saving. Start enjoying the most "kind-to-your-skin" shaving you have ever known!



Lanolin is extracted from wool as it comes from the sheep. The presence of lanolin in the sheep's wool has, through the centuries, accounted for the tradition of proverbially soft shepherd's hands.

To you—now—this offer brings the advantages of an even better "pressure-can" lather.

We mean Williams Instant Lather—containing lanolin in its richest form. An extract of lanolin concentrated 25 times! The Williams discovery LANOTRATE²⁵.

Everybody knows the benefits of lanolin.

Lanolin is the nearest thing to the softening agent found in the human skin itself.

Now, exclusively in Williams, this lanolin concentrate—LANOTRATE²⁵—brings its results in a new kind of shaving. The truly "kind-to-the-skin" shave!

All three with LANOTRATE²⁵

LANOTRATE²⁵—lanolin in its richest form—is found exclusively in Williams Shaving Creams, Williams Instant Lather, Williams Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Connecticut.





'PASSIONATE' SALOME

American soprano is unveiled as a talented operatic wriggler

Of all opera roles, Richard Strauss's *Salome* is one of the most difficult to perform. Sopranos who can handle its fearful vocal demands are usually so well padded that their visual interpretations of the madly seductive 16-year-old siren become ludicrous.

Two weeks ago Phyllis Smith, a native of Clarksburg, W. Va., who sings under the name of Phyllis Curtin, opened the New York City Opera season in *Salome*. Long-limbed, lush-voiced and intense, Soprano Curtin started slowly, saving herself. Then, in the opera's

climactic moments, she electrified her audience as she twisted and wriggled through the *Dance of the Seven Veils*. Matching singing to dancing, she went on to an ovation for her final aria to the head of John the Baptist.

Miss Curtin, who says *Salome* is "no slut, but a young girl who goes through a rapid awakening," was hailed by critics as "passionately effective," "virginal, perverse and dangerous." Backstage, picking a vagrant tack from her bare feet, Miss Curtin gasped wearily, "I'm glad they liked my wiggly kind of stuff."

FAMOUS UNVEILING which starts as *Salome* peels off veils of her head-dress (*below*) is done by Miss Curtin with a graceful flailing (*left*) which emphasizes the sensuous motivation of the dance.



CONTINUED ON NEXT PAGE

Preview of Hamilton's newest watches

This week Hamilton jewelers are showing two of the newest, most beautiful Hamiltons ever: The Pelham with its dashing two-tone dial. The Vivian with today's sought-after slim silhouette. Both, like all Hamiltons, have an unbreakable mainspring — *guaranteed unbreakable*. Both are typical of the freshness of design, the precision craftsmanship you find in Hamilton.

*It means
so much more
to give—or get—a*

Hamilton

PELHAM, strap \$71.50. VIVIAN, cord \$65.00, with bracelet \$71.50. Other Hamiltons from \$57.75.



Write for free color folder of 1954 styles to Dept. L-4, Hamilton Watch Company, Lancaster, Pa. © HWC LANCASTER, PA. PRICES INCLUDE FEDERAL TAX.

New "Double-Action" Palmolive After-Shave Lotion

**1. COOLS
FASTER!**



**2. SOOTHES
LONGER!**



**ACTUALLY SOOTHES YOUR FACE
FROM SHAVE TO SHAVE!**

Only PALMOLIVE After-Shave Lotion has this special emollient in an exclusive combination of ingredients to give it marvelous DOUBLE ACTION! (1) Cools, refreshes faster than ever! Instantly helps heal tiny nicks, cuts. (2) Soothes longer; its deep soothing action lasts over 24 hours. And, it's a wonderful deodorant too! Use it under arms. Splash it on your face, neck, hands!

DISTINCTIVELY MASCULINE AROMA

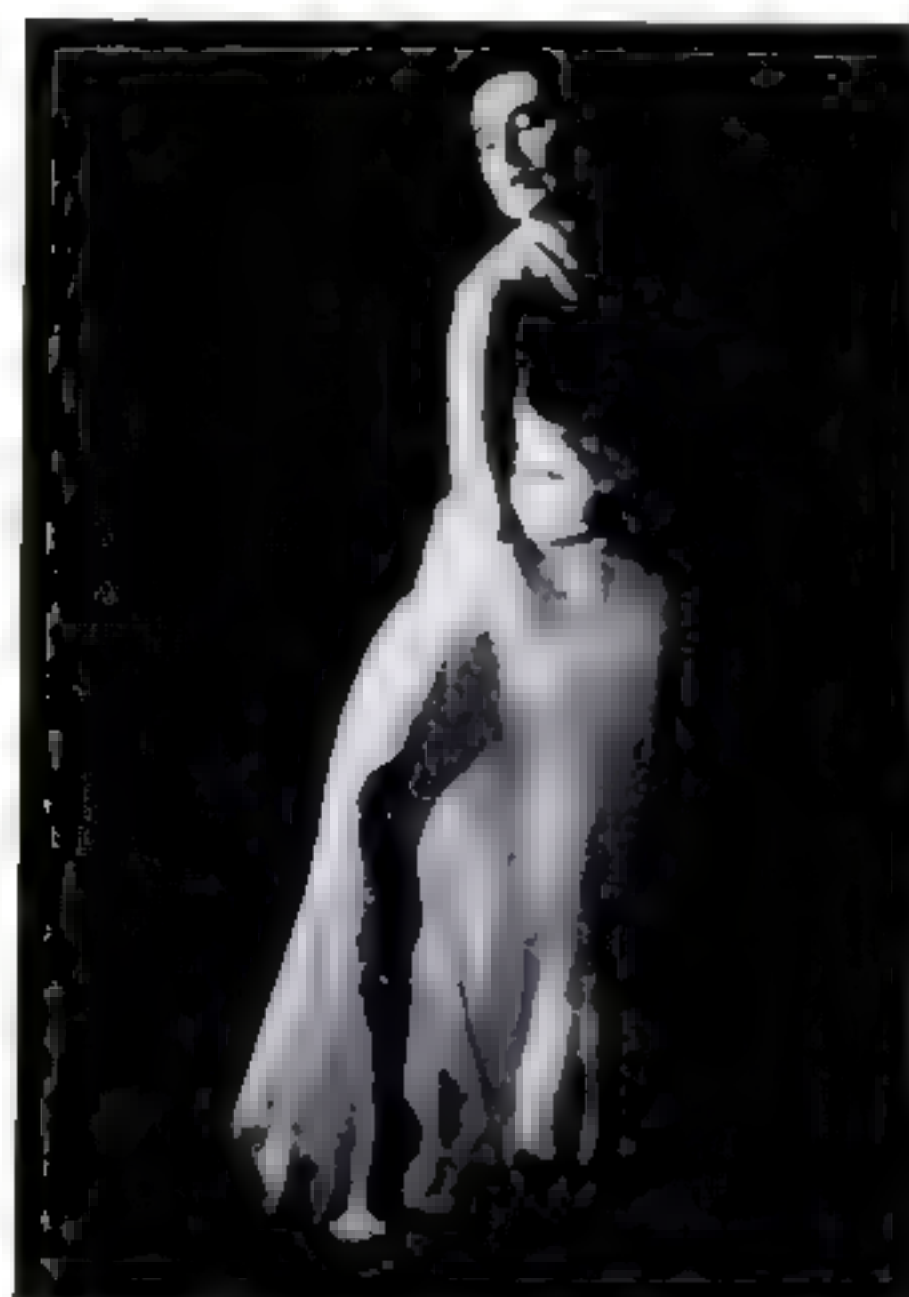
BIG
5 OZ. SIZE
\$59¢
also deluxe
\$1.00 size
all plus federal
tax



SALOME CONTINUED



EXUBERANTLY Salome does high kicks as she dances for King Herod, captor of John the Baptist.



MOODILY, under the moonlight, Salome wriggles more intensely, pauses tantalizingly in unveiling.

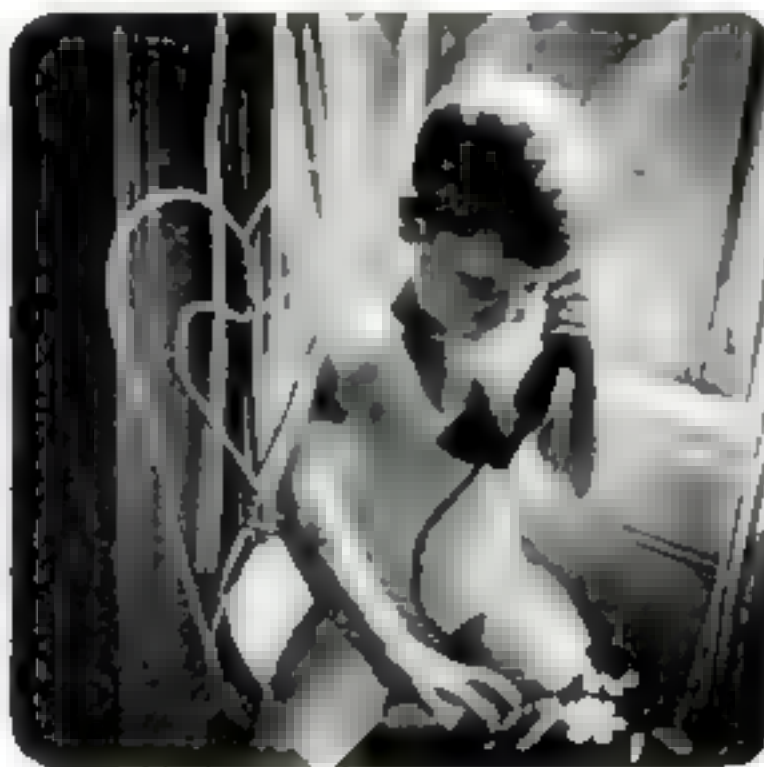


WITH SLINKY GRACE Salome approaches her goal: beheading of the prophet, John the Baptist.

CONTINUED ON PAGE 34



"Just another pair of socks?" Wrong...look again!

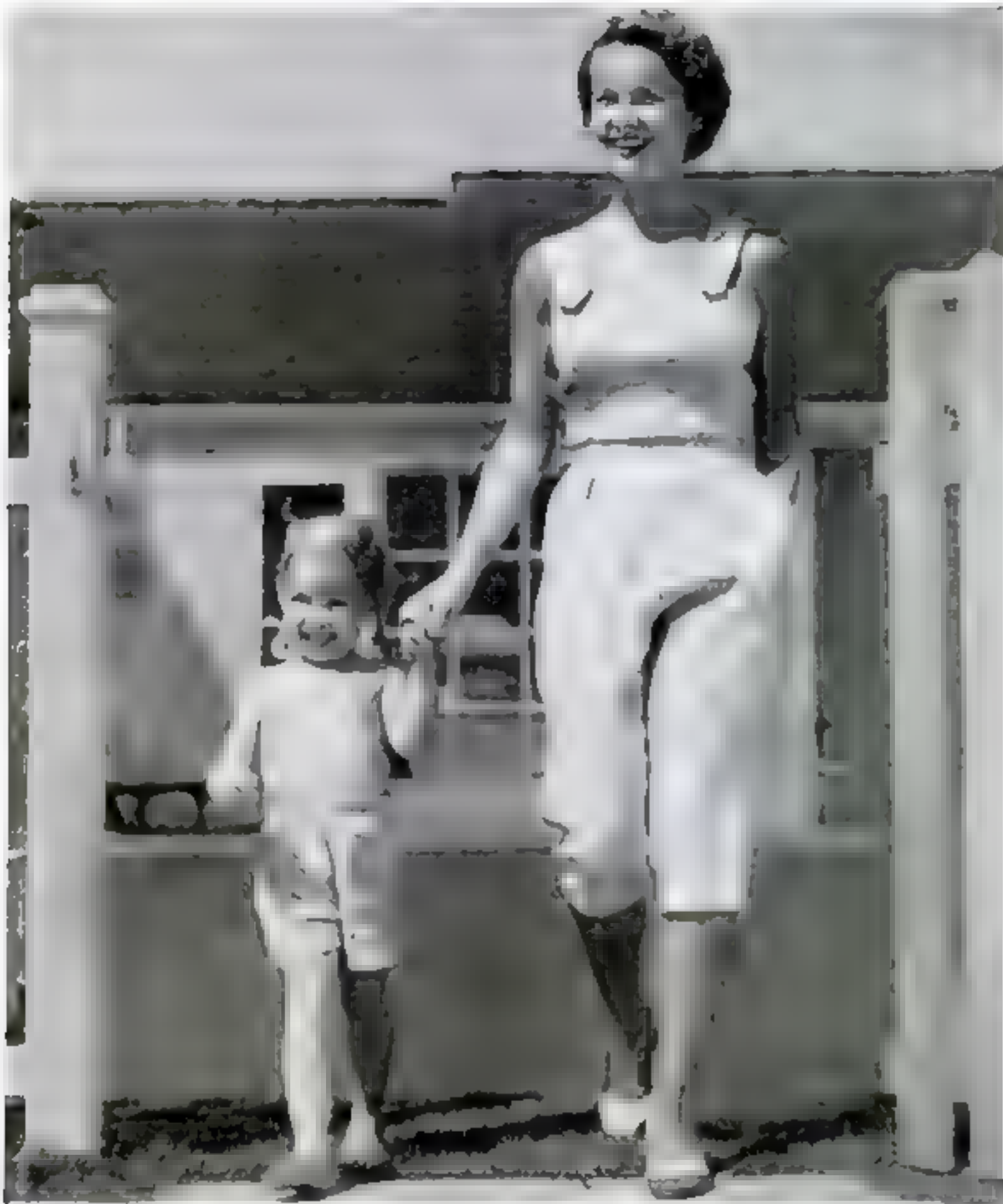


It takes combed, mercerized, matchless
Durene cotton yarn to give you:
Marathon wearing qualities
Thirsty, healthy absorbency
Wonderful shrink and stretch resistance
Neat fit, good looks for good and all
Delightful next-to-skin feel
...plus special, uniform Quality
Control from yarn to finished garment.

On socks, underwear, polo shirts,
always look for the word "Durene."
It's written on labels like this

→ *Durene*

*U. S. REG. U. S. PAT. OFF. FOR READERED COTTON YARN THAT MEETS DURENE QUALITY STANDARDS. DURENE ASS. A. OF AMERICA, 150 5TH AVE. N. Y.



Mona Freeman Tells How to LOSE UGLY FAT This Easy, Pleasant Way!

Mona Freeman is just one of the many Hollywood stars—the most figure conscious women in the world—who keep themselves trim with the help of Ayds. You can be certain that if Ayds works for them, it will help you to lose weight just as easily, pleasantly and safely!

Proved by Clinical Tests!

With Ayds you lose weight the way Nature intended you to—without strenuous dieting or hunger. A quick natural way, clinically tested and approved by doctors, with no risk to health. With the Ayds Plan you should feel healthier, look better while reducing—and have a lovelier figure.

When you take Ayds before meals, as directed, you can eat the foods you like. No starvation dieting—no gnawing hunger pangs. Ayds is a specially made, low calorie candy fortified with health-giving vitamins and minerals. Ayds curbs your appetite—you automatically eat less—lose weight naturally, safely, quickly. It contains no drugs or laxatives.

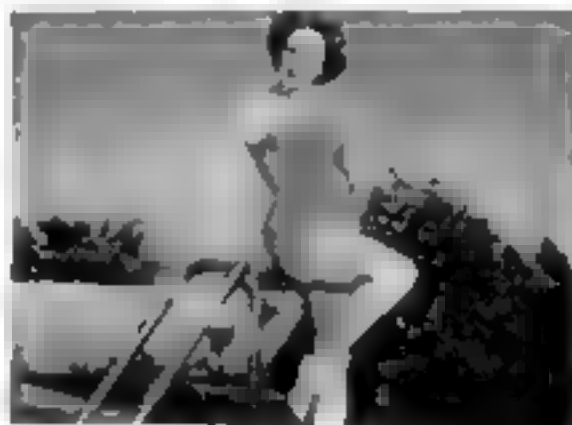
Guaranteed—A Lovelier Figure!

Users report losing up to ten pounds with the very first box. Others say they have lost twenty to thirty pounds with the Ayds Plan. You, too, must lose pounds with the very first box (\$2.98) or your money back. At drug or department stores.

Ayds has helped many famous Hollywood stars to a lovelier figure. It can do the same for you! At drug or department stores.



Mona Freeman loves the sea and the beach. "If you want to have a lovely figure, I recommend Ayds," says Mona.



Swimming is Mona's favorite outdoor sport. She says, "Whenever I am putting on too much weight, I start taking Ayds."



SLAPPING HER THIGHS in rhythm with the salanic music, Salome further inflames spectators.



FINAL VEIL FALLS as Salome turns away Miss Curtin, 30, is wife of Swarthmore history professor.

No fickle promises.

Old Gold is faithfully yours
for a TREAT
instead of a TREATMENT!



NOWADAYS everybody seems to be discovering that the real reason people smoke is for comfort and relaxation. OLD GOLD has believed this for a long, long time. So OLD GOLD claims nothing but the companionship of fine tobacco... superb quality to suit your own individual taste in either Regular or King Size.



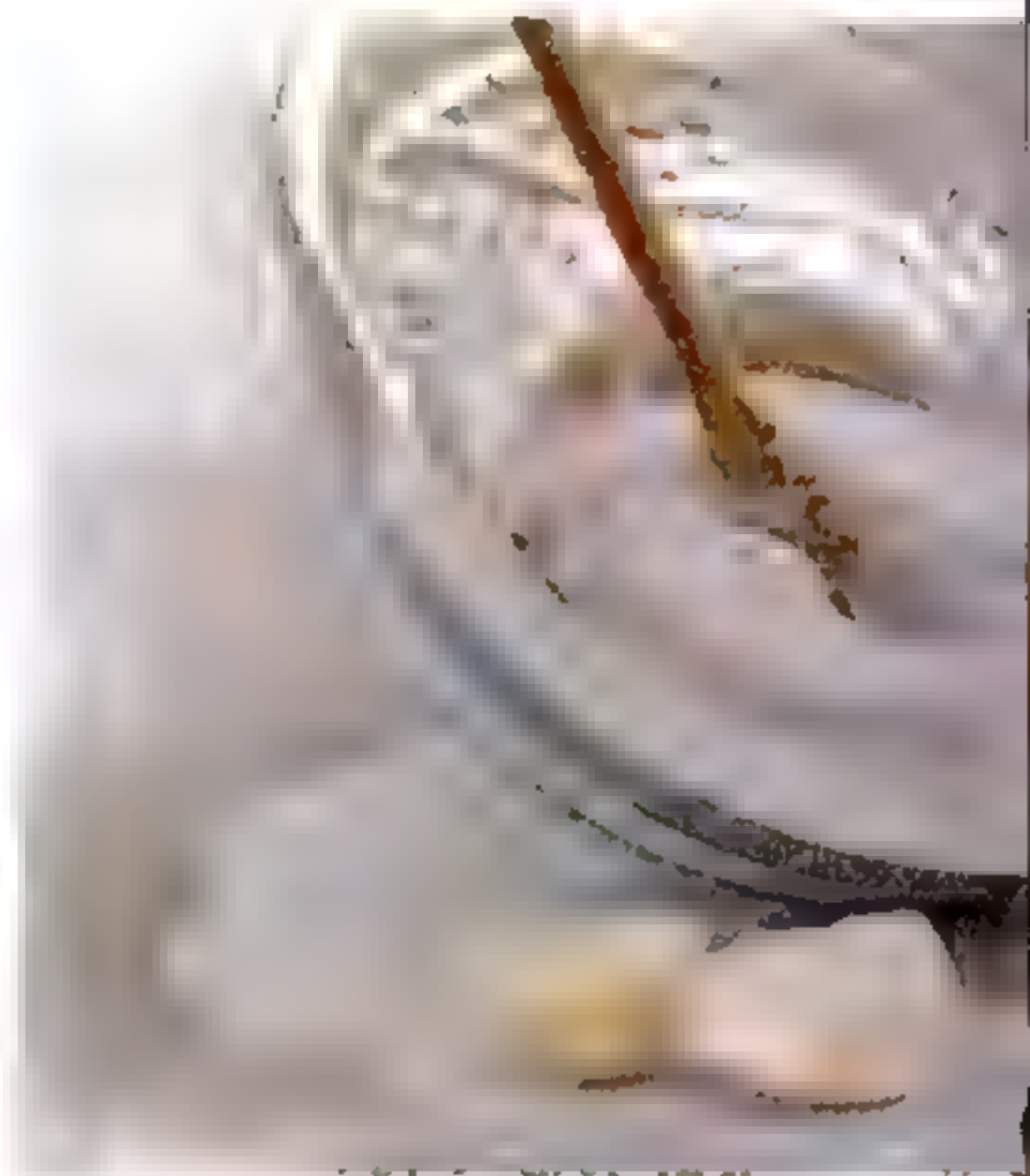
Easiest way yet to make glorious cakes

SWANS DOWN CAKE FLOUR'S



1 SO SIMPLE—NO CREAMING!

Measure $\frac{1}{2}$ cup shortening at room temperature into large mixing bowl. Stir to soften. In sifter combine $2\frac{1}{2}$ cups sifted Swans Down Cake Flour, 3 teaspoons Calumet Baking Powder, $1\frac{1}{2}$ cups sugar, 1 teaspoon salt and sift over shortening. So much simpler than the usual first steps!



2 SO EASY—MIX ALL TOGETHER!

Add $\frac{1}{4}$ cup milk and mix gently till all the flour is dampened. Beat 2 minutes by hand (300 strokes) or in mixer (at a low speed). Yes, all ingredients go together like magic when you use Swans Down's Wonder-Quick Method for your superfine Swans Down cake.



4 SENSATIONAL—AND ALL YOURS!

Bake your cake in a moderate oven (375° F.) 20 to 25 minutes, or till done. (It's done when it springs back when you touch the top.) You'll glow with pride when you take those fragrant, golden-brown layers from the oven. Your own cake—and it costs less than if you'd used a mix!



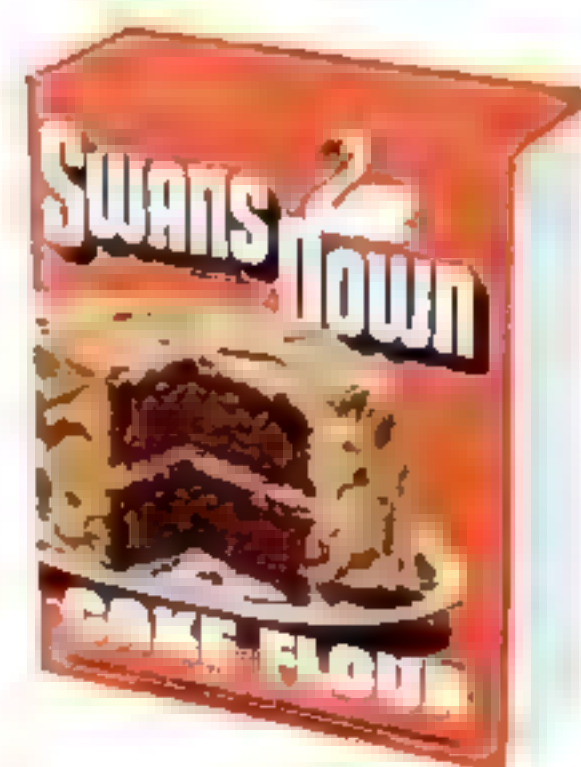
Product of General Foods

with your own fresh ingredients!

WONDER-QUICK CAKE METHOD



3 SO QUICK—READY FOR THE OVEN!
Add 2 unbeaten eggs, 1 teaspoon vanilla, and $\frac{1}{4}$ cup more milk. Beat for another minute. Pour batter into two 9-inch pans that you have lined on bottoms with paper. That velvety-smooth Swans Down batter is your promise of a fine cake.



WONDER-QUICK PRIMROSE CAKE

- you never made a cake so fast.
- you never ate a cake so good.

To make your Wonder-Quick cake look fresh-as-spring . . . swirl on a 7-minute frosting, tinted yellow and flavored with lemon juice.

And, for this special recipe, *do* be sure to use the flour *made* for cakes—Swans Down Cake Flour. It's impossible to make such tender beauties with ordinary flour, or to get such fresh *real* homemade goodness with a mix.

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What'll You Have?



A ROMANCE THAT ROCKED YUGOSLAVIA

This is article about an actress
that cost top Tito aide his job

Last week, in the announcement of an underground opposition to Tito, Yugoslavia felt repercussions of a tragic love story. The hero and heroine were the Yugoslav army chief of staff and his actress wife (*right*). The story was told three months ago in the party magazine *Nova Misao* by none other than the now discredited Vice President Milovan Djilas (*next page*). LIFE presents a shortened translation of the sad, touching and politically significant little story.



THE HEROINE OF THE LOVE STORY IS IDENTIFIED AS 21-YEAR-OLD MOVIE ACTRESS MILENA VRAJAK

NO one could have guessed that life would suddenly turn so cheerless. Here this young woman was in the very surroundings she had always dreamed of. There was a spiritual simplicity, directness and humility about her. She had climbed above the petty vulgar greed that grew out of the hardships of her childhood. Music was her great, her passionate interest. She had painfully pushed her career ahead until, in the singing, shining days of summer, she had married.

She was then 21 years old, an opera singer and beautiful; sorrow, especially the deep-rooted sorrow that turns life bitter, seemed a thing of the past.

She came from a poor family with many children. It was because of this that, even in the great days of her success and marriage, she retained a certain conspicuous thriftiness, the mark of common people. In public her husband had an annoying way of treating her as if she were an inexperienced little girl. Indeed, she was nothing else, despite her contacts with the glamorous and sophisticated world of the theater. But when in private this strong and mature man humored her like a doll-wife it pleased her and made her feel that she had found a solidly protective home that would endure.

She was, in other words, a young woman much like the thousands

of others who grow up and marry every year in this young and beautiful country. If she was at the same time an opera singer and wife of a high official, she thought in her simplicity that there was nothing extraordinary about these things in a modern age and a socialist society.

Her husband was a high party functionary and an important state official. He was handsome, strong and virile. Above all, he was a famous war commander, something that tremendously excites the imaginations of women. After spending his youth in jails and wars, he had set out as soon as peace was established to have a good time without regard to the rules of the party. She knew all this. He had made casual references to it and she was aware of his frivolous side. But although she herself held strong moral principles, she was a modern girl who knew perfectly well that she could not change the rules of life. She calmly accepted her husband's past. Because it was over, it seemed less terrible to her.

She knew in advance that many women would be envious of her marriage. Women with whom her husband had been intimate as well as those who had never had the chance might well intrigue against her. But these were only things that might frighten some old lady;

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United States Testing Company, Inc.
HOBOKEN, N. J.
TEST NUMBER 8-8093-A
REPORT TO MITCHELL MFG. COMPANY
CHICAGO 14, ILLINOIS

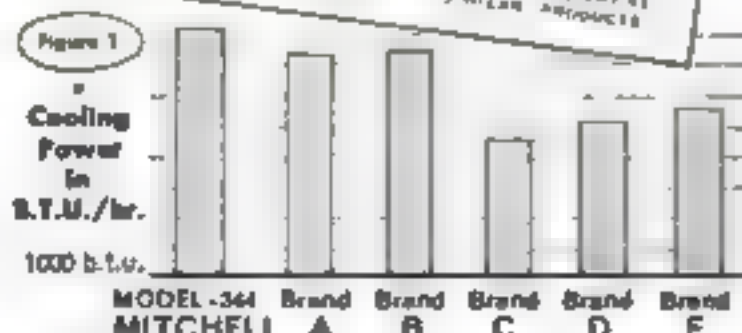
SUBJECT: 31x 14 1/2 x 14 A.P. Cool Power, Such rated by Mitchell Mfg. Company on P. O. 251899. Mitchell 117 W3 and 118 W3 competitive units designed to cool A. B. C. D. & E.

NATURE OF TEST: A.T.U. THROUGH
Cooling Capacity as per A.S.H.R.E. Circular #15
The unit was installed between two adjoining controlled and/or uncontrolled rooms. The air ducts by delivery by the supply and/or return ducts by use of a calibrated orifice. The wet and dry bulb air temperatures in entering and leaving air streams were measured in the mercury in-glass thermometers calibrated in 0.1 degree centigrade. Readings of wet and dry bulb air temperatures, air flow, velocity pressure, power, heat and line voltage were recorded every ten minutes after test conditions and thermal equilibrium had been established.

RESULTS:
Cooling Capacity for each of the units is shown in Figure 1 attached.

Supervised by *Robert Tucker*
Page 1 of 2 By *Robert Tucker* By *George R. Hennessey*
Engineering Div.

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AUTHOR WAS TITO'S ADVISER

Milovan Djilas was a fervent Communist from his youth and served time for the cause (above, left) with the best of them. He rose to a position as No. 3 man (right) in postwar Communist Yugoslavia and an influential adviser to Tito. It was he who counseled breaking with Moscow in 1948. Last year he began publishing a series of articles in the official party daily *Borba* in which he attacked the increasingly rigid bureaucracy of the Communist though anti-Soviet state. Then came the story now published on these pages, openly charging the ruling caste with vicious snobbery, immorality and hypocritical smugness. That was going too far: denounced as a "bourgeois" and counterrevolutionary, Djilas was ousted from the vice presidency and his party and parliamentary posts. He has disappeared from public life. Djilas' opponents—and their wives—seemed secure in their places of power. But last week an opposition "socialist" underground issued a communiqué declaring its intention of overthrowing Tito—and attacking the government with arguments and language very much like that of Djilas.

YUGOSLAV ROMANCE CONTINUED

they would not impress her. She comforted herself with the thought that when she entered her new and exalted circle as the wife of a high functionary and stood side by side with the wives of the other great personages, all of whom looked so simple and unpretentious, annoyances of this sort would fade away.

The young woman was only partly right. The spiteful letters, malicious phone calls and whispered scandalous stories did become rarer day by day. But the wives of the other great persons not only failed to show any support or affection; they refused to accept her at all. She found herself harshly rejected.

The young woman was not aware of the nature of the crime perpetrated against her. She knew only that a circle of people she had idealized now treated her and her marriage with contempt because she was one of those unknown and undeserving women who had not been in the war. She had never been a member of a party cell or of a students' party committee. On top of all that—just listen—she was an actress; an actress, mind you, like all the others who, goodness knows how, have wormed themselves into the party which now contains all kinds of rabble. That is what the wives of her husband's colleagues said.

It is true that there was a difference between the behavior of the men and their wives. The men were polite but indifferent to the newcomer. The wives were much more direct. They had established themselves as the guardians of the new moral code of their caste. These virtuous ladies, supposedly advocates of the equality of women, trained their guns directly on the young woman. She had to bear the brunt of their insulting allusions. It was she who had "caught the poor old man." The husband got off lightly. It would have been difficult for some of these women to direct their fire against him. They could only pretend that their respected wartime comrade had been "hooked."

He was no upstart, no intruder who had crashed this Communism of theirs. But the bride was sneaking in among the people who had fought the war and who, having won the power, now occupied all the ranking positions. She would be usurping a place among those who own the automobiles, travel in the sleeping cars, buy their food and clothing at the special stores and who have become convinced that these rare privileges are so natural and logical that only fools and obdurate enemies could question their exclusive right to them.

CONTINUED ON PAGE 32

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THE HERO of the story was recognized as 41-year-old Colonel General Peko Dapcevic, shown here (center) with other military leaders. He and Djilas are old friends. Last week Dapcevic was still chief of staff, still married to Milena.

YUGOSLAV ROMANCE CONTINUED

Her real offense was that she challenged a caste which, because it was a new arrival itself, was all the more unyielding and stubborn. This caste had grown on the country almost unnoticed. It was bound together not so much by ideological unity as by the nature of the authority the officials wielded and the manner in which they had attained it. Inside the circle, as some people climbed up and others slid down, friendships and relations between men and women changed. One thing did not change: the determination of the members that their Holy of Holies must be closed and impenetrable to the "undeserving" newcomer.

The young woman was made aware of this from the beginning. On the very day of her marriage, after the wedding breakfast, she was standing with her husband and their best man at the entrance to the state box in the football stadium. It was a glorious warm day in the early summer and she was very happy. Watching the crowd move into the stadium, she felt that people were good, good in spite of petty selfishness or malice and the wicked things they sometimes did to one another because (so she thought) they were bored or misfortune besieged them.

In this gentle mood she watched as a slender woman walked by and began talking to her husband. The woman was visibly cheerful and unobtrusively elegant. The bride looked at her and felt pleased. Although she had not met her, she knew who the slender woman was and had heard nice things about her intelligence and sincerity. The bride also knew that she was the wife of an important economic official who was very popular with the people.

Suddenly the bride heard her own husband talking loudly and harshly to the slender woman, his eyes blinking rapidly as they did when he was angry. He turned, put his arm around his bride's waist and drew her nearer to him. Only later did she learn that the slender woman had asked her husband, "Is this your beauty?" and when he had answered, "Yes, how do you like her?" she had replied, "Judging by looks she is all right, but she can't have been very hard to find. I cannot imagine why you married her."

In the box her husband's friend, the best man, introduced her to some of his comrades and the four wives who were sitting there, including that same slender lady. Polite and smiling, the men shook hands but forgot all about her a moment later as their attention was captured by the game on the field. The women shook hands reluctantly, then turned their heads away. The slender lady smiled and in a lazy voice asked, "You are an actress, are you not? Other actresses married to our generals never come here."

The bride sat frozen in the box, her thoughts, wishes, feelings all paralyzed. She felt many cold eyes staring at her. Later she



*"Couldn't help overhearing you, old man. For the extra quality
you want in a drink, don't just ask for bourbon . . . ask for
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RALSTON PURINA COMPANY, St. Louis, Mo.

YUGOSLAV ROMANCE CONTINUED

was never able to explain how she summoned up courage between the halves to accost the slender lady. Perhaps it was some dormant sense of human dignity, some wish to say something that might tear away this wall. "I am—I am not," she stuttered, "what you think actresses are. Some of them, perhaps, may be that kind, but I..."

The slender woman interrupted: "I do not say that. But your profession is such that—after all, why should I give you explanations and—make you feel uncomfortable? One thing, however, I should like to make clear to you, and I am telling you this with the best of goodwill and for your own sake: you will never be acceptable company for our comrades and woman comrades." She turned away and the bride sat down, broken and lonely.

In her despair she looked to her husband, but he was engrossed in the game. She heard a woman tell the slender lady, "You told her off, you did, and it was well done." There was an approving murmur among the other women.

The young woman wanted to scream but she could only feel cold; and it was not until the evening when she was at last alone with her husband that she could break down and cry bitterly.

Wedding night of tears

THAT night, their wedding night, was full of tears and emotion. One moment she implored him not to abandon her. The next she begged him to let her go for his own sake, saying that to remain with her meant to cut himself off from his friends and his social life. She swore that she would leave the theater forever. Then she cried that this was impossible because music and the compulsion to sing were too deep in her.

This was the beginning of the disastrous love match.

The conduct of the slender lady soon became the common rule, not because people valued her judgment but because her husband was powerful. It did not matter that he himself was entirely disinterested in the matter and was even well-disposed toward the newly married couple. It was enough that his position gave weight to the line taken by his wife. It became binding on the whole circle.

Actually the slender lady was one of the better ones. She was more cultured, more human and more moral than most in the sacred group, but she was ready to turn against any newcomer wanting to join it. She was the product of partly inherited (religious and *petit bourgeois*) and partly acquired (dogmatic and bureaucratic) morals. She bowed before the existing mode and became its willing instrument, but—and this is rare—she maintained the outer forms of civilized behavior. This took a certain strength of character but not enough to allow her to show any goodwill toward those of no hierarchical standing.

The slender lady's dogmatic moral code had taken root in her personality during a joyless youth in days of hard struggle and many personal sacrifices. She herself had had difficulties breaking into the higher circles. She was only an employee in the institution ruled by her future husband when she met him. She was strongly opposed by the same crowd when she knocked at their door. But she was a fighter, a soldier, and she won her place by courage and force. Our young woman was made of different stuff: she was just an actress, a girl who loved songs.

Here, then, the whole logic of the hierarchy comes clear. It is to claw your way to the top and then kick the "undeserving" ones down. This is the reality that has made selfish monsters out of those who once upon a time were heroic men and women.

All of these women in this sacred caste came from semipeasant surroundings and were semieducated. A few among them have remained unaffected, particularly those who were politically and ethically oriented by the Communist party before the war. The majority have developed in strange ways, in ways that contrast with their lives and beliefs in earlier days.

The 'reformed' hostess

ONE evening the young woman went with her husband to the home of a friend. The bride was received by the hostess who sat in an armchair and offered a dead-cold hand over her shoulder. Although it is common knowledge that before her marriage this hostess could not boast of a refined and virtuous life, she has since learned English and taken piano lessons and now she wanted to show her new culture and elegance. This she did by accusing the young bride of things that she herself used to do. Finally the husband, without uttering a word in his bride's defense, took her by the hand and left.

Wherever the bride went it was the same. If she so much as sat

CONTINUED ON PAGE 26

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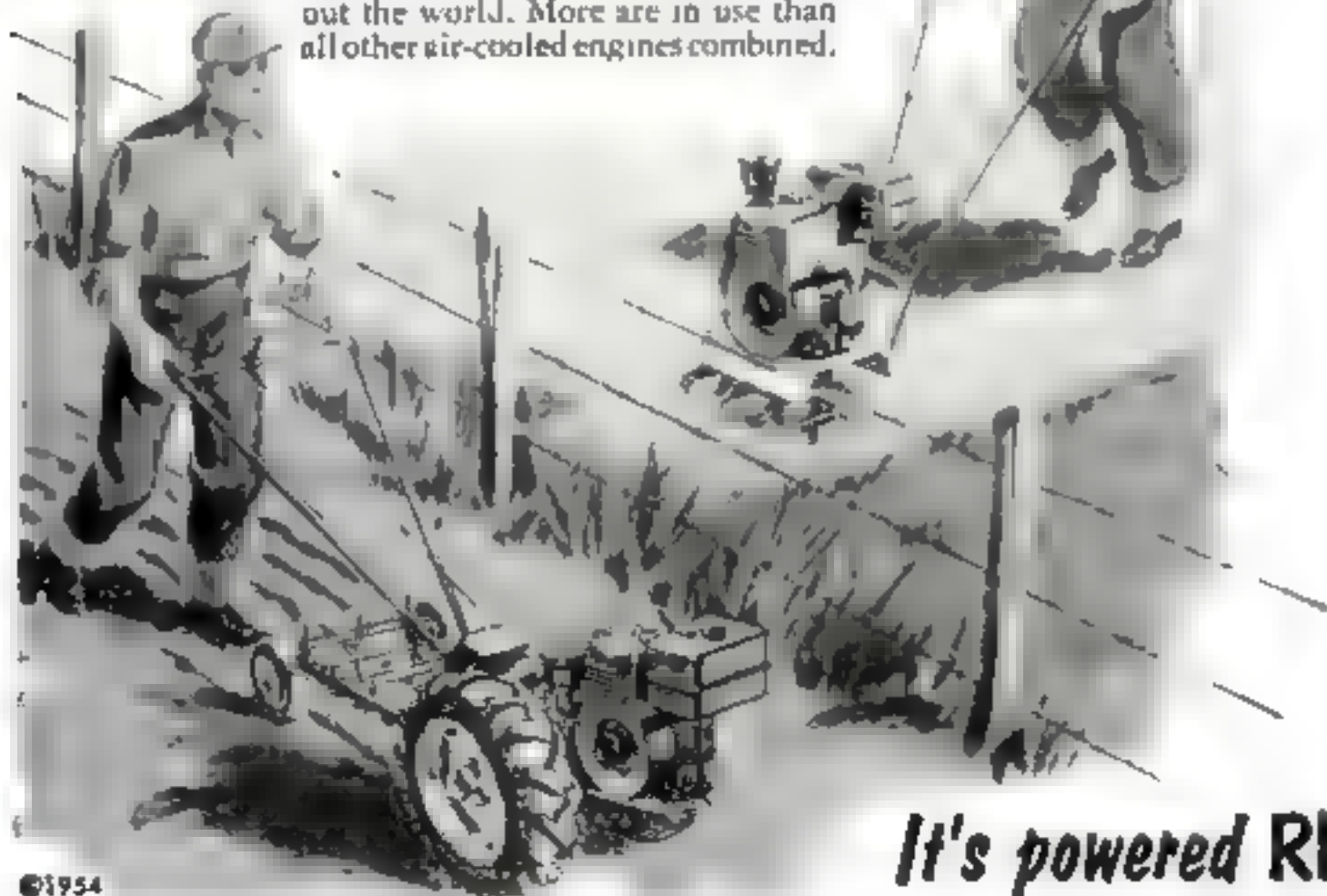


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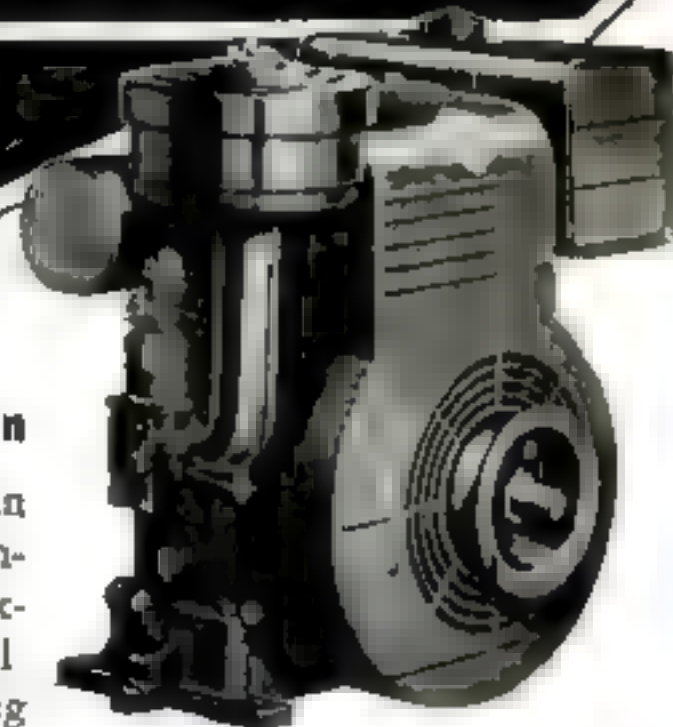
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stay-lively bristles

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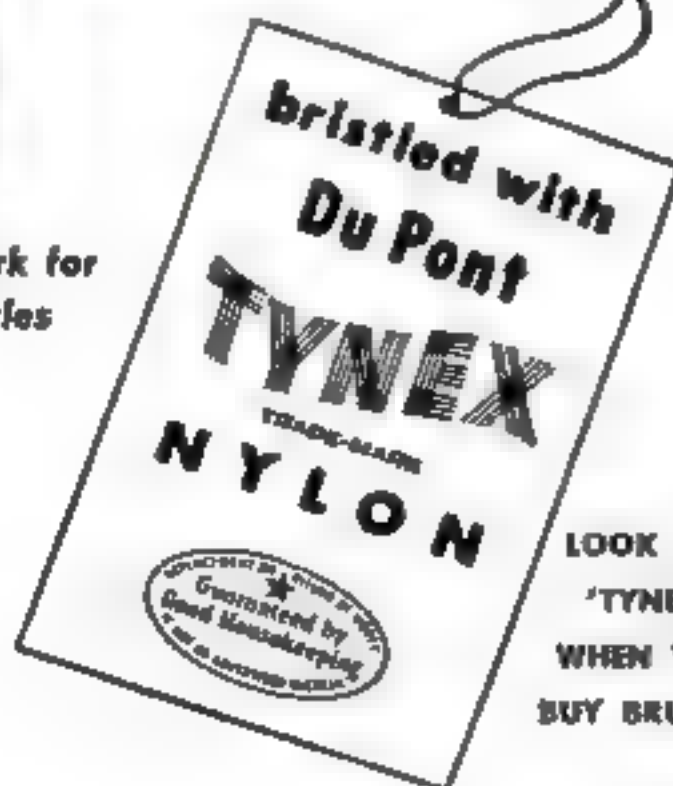


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LOOK FOR
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YUGOSLAV ROMANCE CONTINUED

down at a restaurant table already occupied by another woman from this clique, presently a third would come to call the second away from her contaminating presence.

Since the husband neither could nor wished to tear himself away from the official world, it was inevitable that a wider and wider gulf would grow between them. The husband was shaken and asked himself troublesome questions: Are these the new ethics? Is this Communism?

With her own womanly gentleness, the young wife avoided social engagements to spare her husband awkward situations. It became a family custom that he would go out while she remained at home.

Soon our young woman, torn between her wishes and the impossibility of achieving them, between dreams and bitter reality, was slowly drawn back into her old way of life before she married. Along the way she met other officially despised women. Some of them, trampled down and forgotten now, had been first-class fighters in the war. Meeting them, she realized that it was not only her profession that had caused her rejection. The truth was that she simply was not considered worthy by the members of the sanctified circle. Within this group the wartime party code of sexual purity had degenerated into a struggle between advocates of sexual anarchy and a crude, evil asceticism. The young woman's enemies worried over the presumed immoral acts of an actress but ignored the actual destruction of a human being. In the name of faithfulness, marriages were allowed to go to pieces. In the name of love, hatred was preached. In the name of human dignity, man was despised.

The tragic role

THE story moved on to its bitter end. In the first month of her marriage the young bride was with child. The exclusive set had always been enthusiastic about babies and motherhood. Some of them held important posts in the humanitarian maternity centers and similar institutions. But their reaction to this news was: "Now everything is explained. She 'caught' our dear comrade."

One evening in the theater the bride stood on the stage in the embrace of the golden sheaves of light. Her role in the opera was a minor one, but long. She was the cheerful, frolicsome chambermaid of a princess whose loves she knew and whose intrigues she could guess. As she was finishing a gay, popular song, she could see, in the semidarkness of the boxes, the hard faces of the sacred circle. There they sat, giving themselves the luxurious joy of her talent. As she watched them, she felt her child move in her womb.

Then she knew that she was playing a tragic role invented ages and ages ago for dramas and operas. She must sing and smile and ignore the pain and fear breaking her heart and tearing her soul. Her life, the theater, those cold women sitting out there, were all unreal. Only one thing was real: the pain that choked her throat and grew more and more unbearable with each movement of the child. She trembled, holding back her tears while her song of happiness soared across the footlights. When the curtain came down, she staggered to a sofa, hid her face in her hands and, finally, cried.



TITO'S WIFE, like the heroine of the love story, is many years younger than her husband—she is 29, he 61. But unlike the heroine, she fought with the Partisans. Above, she and husband feed a pet bear in their Belgrade garden.



When I'm eating Jell-O,
I wish I were a kangaroo

...because then I'd have
a nice big pocket for
all the money that thrifty
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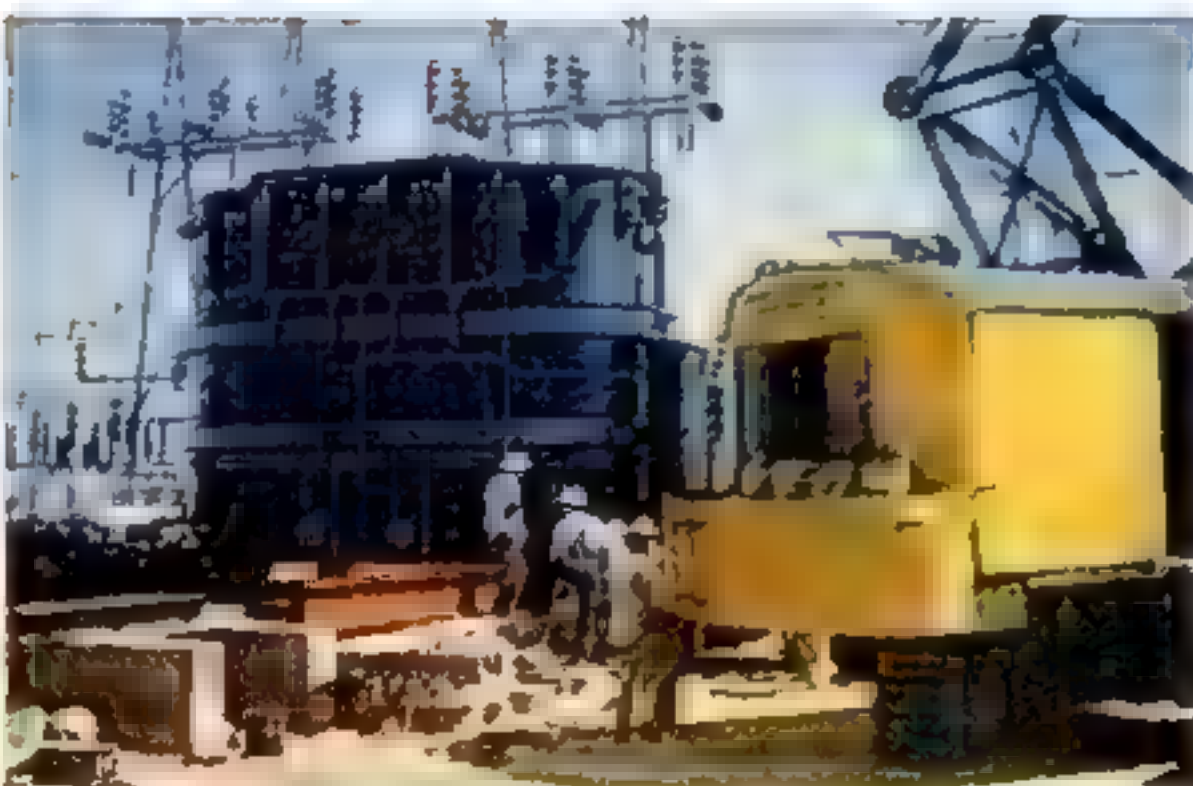
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Lightning protection is just one of the items in a tremendous program by progressive electric utilities to give you even more dependable and abundant electric power. Over four billion dollars will be spent this year alone to keep ahead of America's growing electrical needs. For more about lightning, write for booklet "Thunderbolts in Harness," to Dept. 954-2L, General Electric Co., Schenectady 5, N. Y. 9542



FAMILIAR SIGHT on many poles is this General Electric distribution transformer. It takes the high-voltage electricity (upper wires) from the substation and changes it to the low-voltage current supplied to your home. Brown object mounted on side of transformer is a lightning arrester—ready to protect the transformer and help prevent interruptions due to lightning.

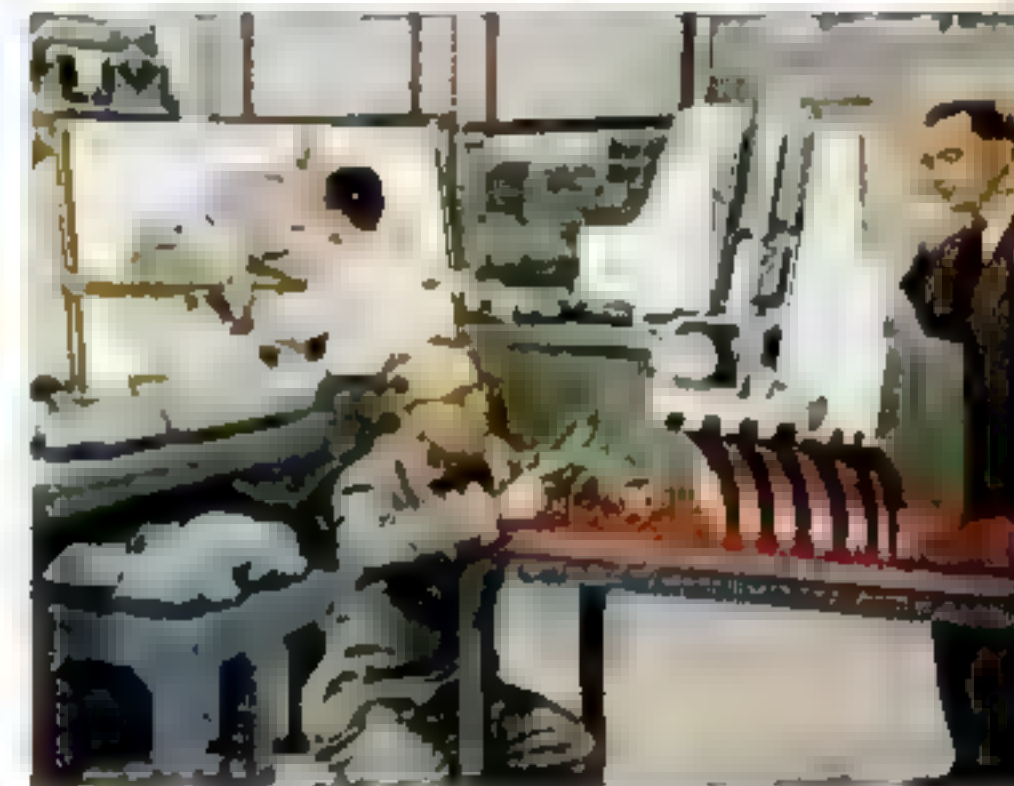
Engineering enterprise and financial daring make America strong



SECRET of sending power economically over long distances is high voltage—made possible by power transformers. One like the giant being installed here costs about \$300,000—big investment to give you low-cost electricity!



ELECTRIC POWER equal to the work that could be done by all these servants is now used by the average American home. Electric motors, for instance, in everything from clocks to clothes washers, do dozens of jobs—for a few cents a day.



GENERAL ELECTRIC PROGRESS in engineering helps electric utilities serve you better. Model being studied above is for part of a new turbine-generator, now being designed to give greater efficiency in producing low-cost electric power.

Progress is our most important product

GENERAL  **ELECTRIC**



TIGER MAN, carrying trophy of human head, was painted 1,200 years ago on border of mantle shown here in detail. Only an 8-foot fragment of mantle remains.



EARPLUGS made of feathers on a wood base were popular Andean ornaments. They were worn through big holes in the ear lobes.

ART RICHES OF THE ANDES

**U.S. gets first full look at the work
of ancient South American artisans**

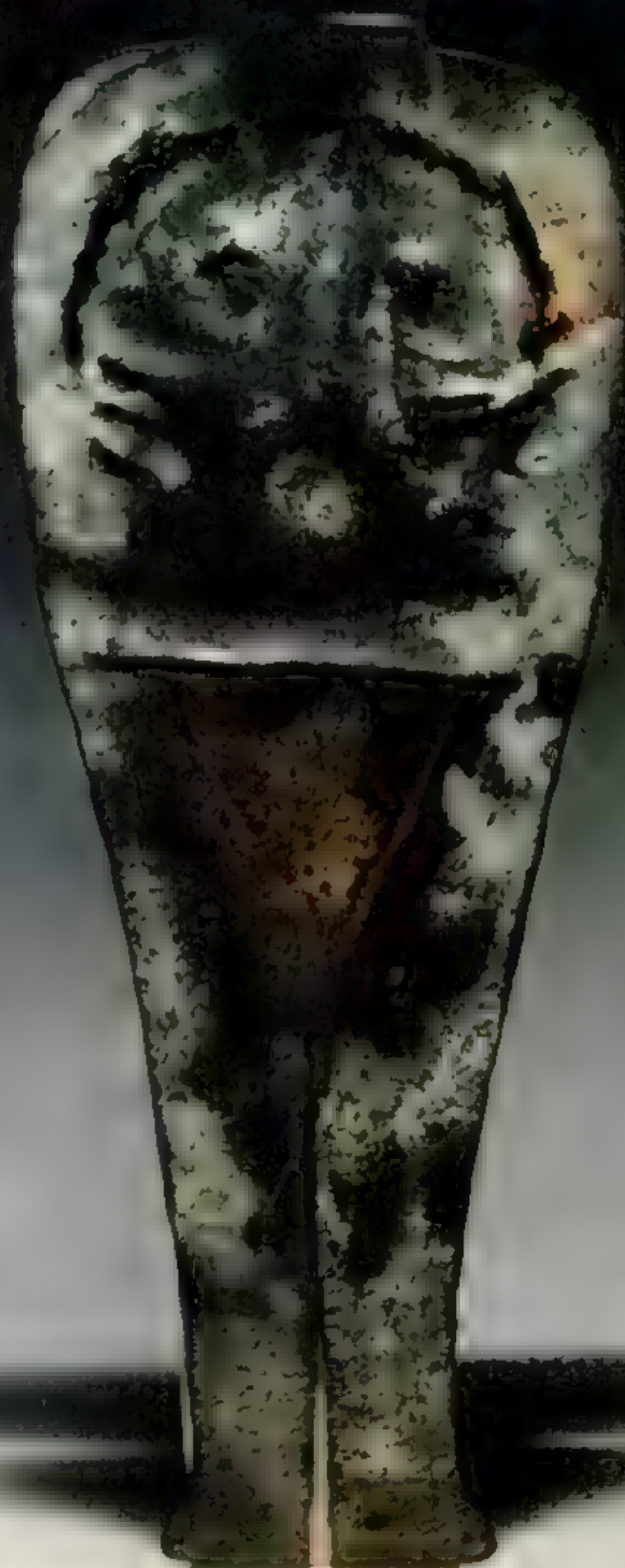
PHOTOGRAPHED FOR LIFE BY ANDREAS FEININGER

When the Inca king, Atahualpa, and his courtiers met the Spanish explorer Pizarro in 1532, they were decked in such glittering ornaments that, exclaimed one of Pizarro's men, "they blazed like the sun." This was a dazzling introduction to the great art of the Incas, and the Spaniards responded to it by seizing all the gold and silver objects they could find and melting them down to ship back to Spain. But the native art was so abundant that vast treasure-troves still remained undiscovered until recent years when archeologists began to unearth the fabulous relics of ancient Andean cultures.

The Incas, whose empire extended over the Andes mountains the length of half the continent, were the heirs of many earlier civilizations. At least 2,000 years before Christ, Andean natives were already molding pottery, carving monuments and weaving tapestries of intricate design. Working with primitive tools, they developed through the generations an art of blunt power and high refinement, of striking realism and sophisticated abstraction. Most of their work was created for religious purposes, chiefly to honor the dead, whose bodies were swathed in finely woven mantles and whose graves were filled with pottery shaped like men and animals and with gold fashioned into idols and jewelry.

Recently New York's Museum of Modern Art assembled 400 Andean objects for a cross-country exhibition, from which LIFE here reproduces some highlights. Now in Minneapolis, the show will travel to San Francisco, giving North Americans their first rich view of the strange and stunning art of ancient South Americans.

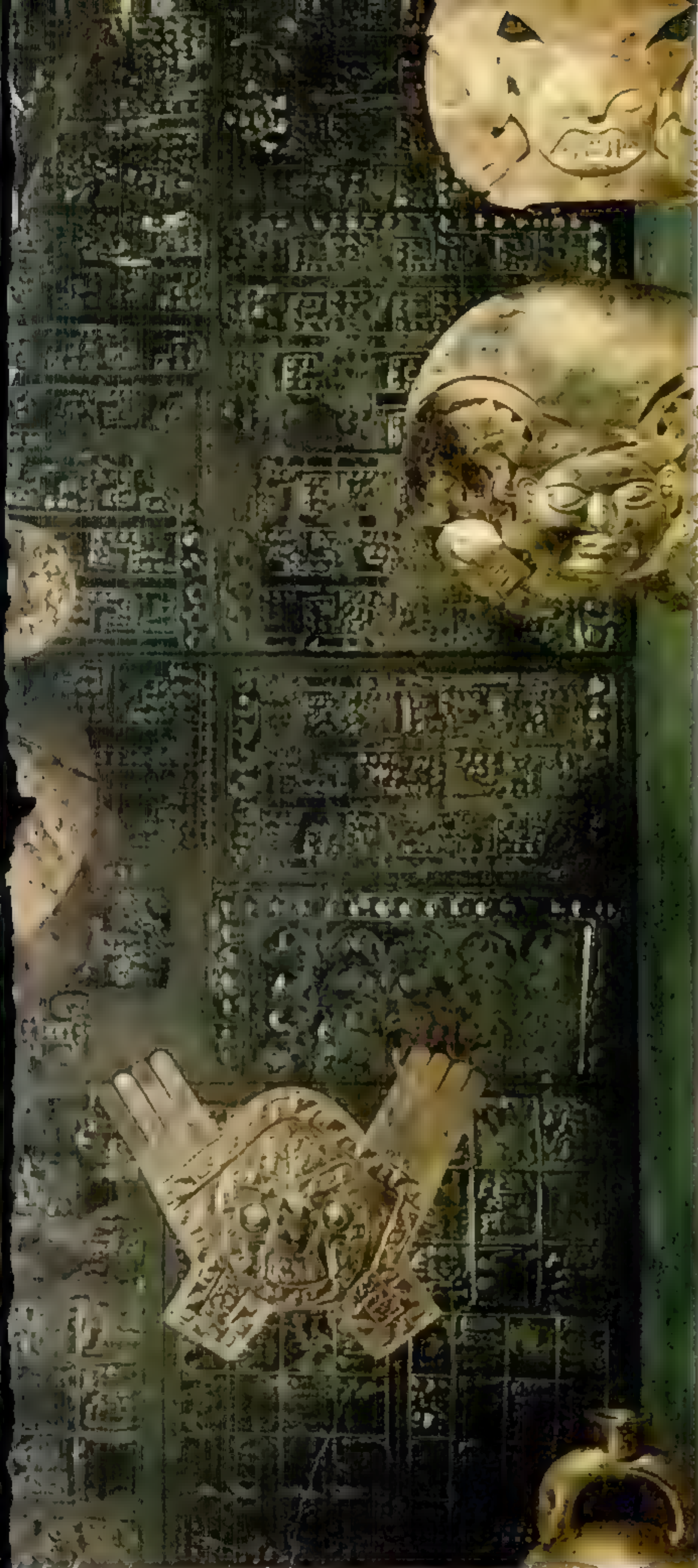
POPEYED FIGURINE, 9 inches high, was cut out of copper and was brightened with daubs of cinnabar. Made about 1,500 years ago, it may have served as fetish.



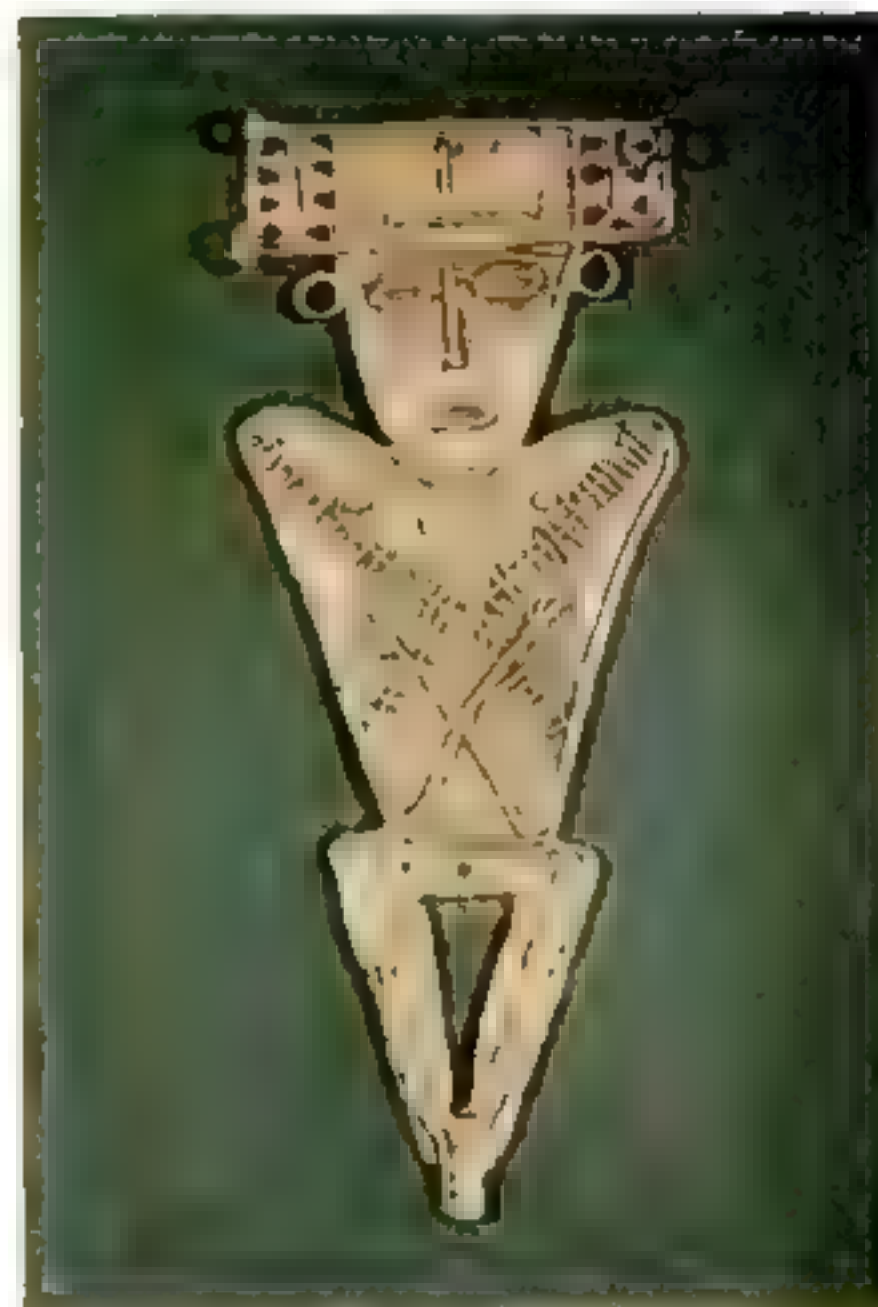


WALL OF GOLD, hammered into patterns once emolazened in Inca sanctuaries. Suspended in front are (top half from left) ornamental bat, tree-plate, mask,

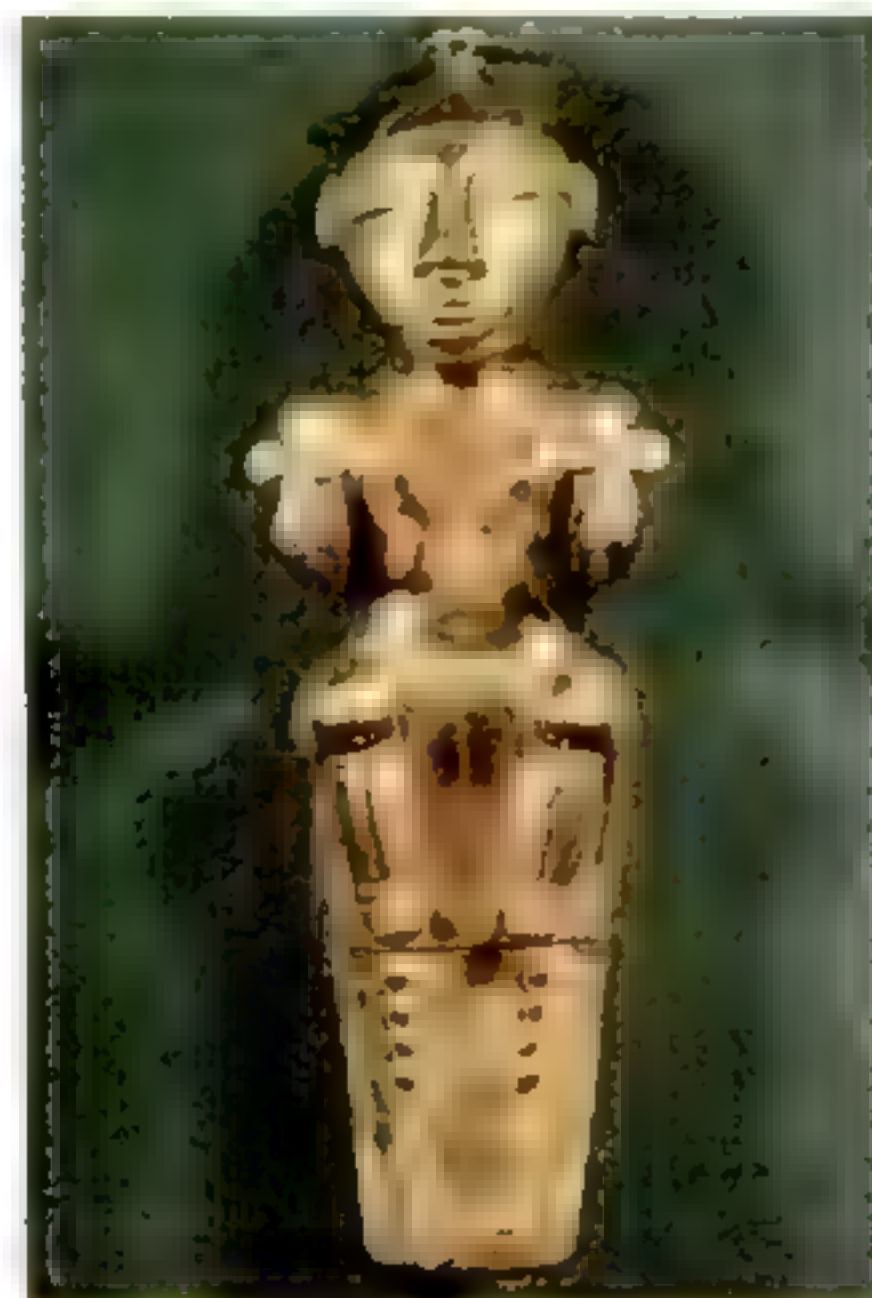
plumed crown with circular crown, and tree-plate two masks (bottom half from left) in address, dancing, archer's spear, and over three plumes, mask, vessel,



ANDES ART CONTINUED



THIN MAN by Chibcha Indian, as oval of gold watch for 1000 pesos, 1600-1700.



FAT GODDESS of hollow gold was cast by one of Quimbayas, master Andean goldsmiths.



FLAT FACE decorated top of ceremonial hat. Such flattened gold ornaments — like the thin man at top right, were specialty of the Chibchas of Northern Andes.



TROPHY HEAD was ghoulish subject chosen to decorate a double-spout water vessel. With clay walls only one-eighth inch thick, it has survived 2,000 years.



TUBBY JUG modeled out of clay by a Chibcha Indian represents a stolid woman wearing a heavy ornamental collar.



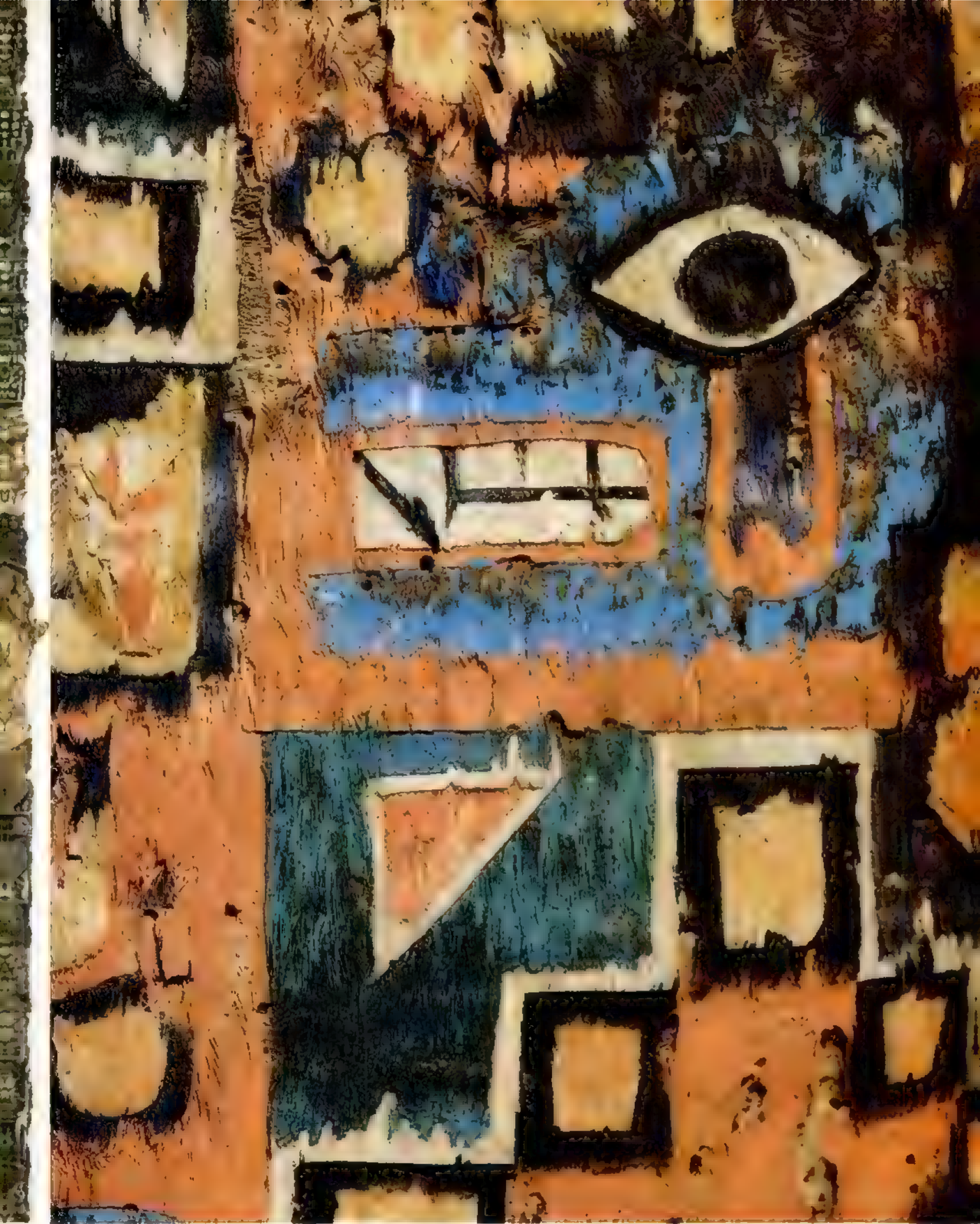
SNARLING PRISONER enlivens a pendant made of shell in the shape of hand. It is inlaid with gold and turquoise.



EAR ORNAMENTS, worn only by nobility, are shown on the warriors, who decorate gold and

turquoise earplugs above, and on official who, with a llama, adorns the clay vessel at right.





BOLD EYE dominates design of a 900-year-old hat, shown in detail here. Feathers were not dyed but were plucked from colored birds so they remained bright.

**EASTER
SUNDAY**
APRIL 18

REMEMBER HER WITH A

Whitman's Sampler

The Finest Box of Chocolates
in the World



It's not alone the quality;
it's the variety of the
world's costliest centers
that makes the Whitman's
Sampler the best-loved of
all packaged chocolates.
\$2.25 the pound

OR

with the smart,
sensationally
popular—

Golden Flair

Coast-to-Coast
America's Favorite
Box of Candy at
\$1.65 the pound

CHOCOLATES... delicious, nutritious and energy giving FOOD



Styled to the moment—and introduced only last year
—this beautifully designed companion box to the
Whitman's Sampler has already won nation-wide
acclaim. Have you tried it? 1 lb. \$1.65 2 lbs. \$3.30

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

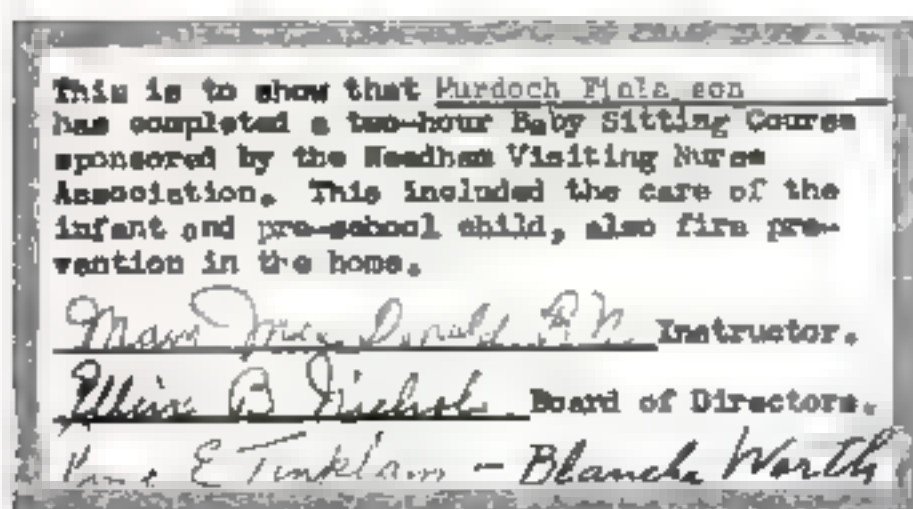
COPY. 1954, STEPHEN F. WHITMAN & SON, INC., PHILA.



WITH GENTLE DETERMINATION, MIRICK H. FINLAYSON, 13, CAREFULLY CRADLES A LIFE-SIZED DOLL WHILE PRACTICING THE BOTTLE FEEDING OF AN INFANT

Graduate Course in Baby-sitting

BUSINESS-MINDED BOYS PUT PART-TIME JOB ON PROFESSIONAL BASIS



BABY SITTER'S REWARD, given to all the boys who complete course is this pocket sized certificate

For going over to other people's homes, having access to the refrigerator and the television and occasionally looking in on small children, U. S. teen-agers reap a clanking harvest of coins and currency. Last month 36 junior high school boys of Needham, Mass. decided to put baby-sitting on a professional and an even more profitable basis.

Their new interest was set in motion when some parents, in the belief that girls are not as serious about baby-sitting as they might be, let it be known they preferred boys to mind

their children. Thus encouraged, and with the help of Needham's Visiting Nurse Association, the boys signed up for a special course at a local community center. Through lectures and doll demonstrations they set about learning precisely how to pick up an infant, test a formula, feed and follow through (next page).

For those who successfully completed the course there were diplomas (left), the expectation of more work and reassuring words of the nurse-instructor who told them. "If you are prepared for anything, nothing ever happens."

Children run to Mother FOR **Bactine**[®]

BRAND



on **CUTS AND SCRATCHES** GERM-KILLING STRENGTH WITHOUT THE STING

Fear of stinging antiseptics is gone for good when Mother uses BACTINE! BACTINE is soothing and doesn't stain. It goes deep into cuts to KILL GERMS ON CONTACT to prevent infection. BACTINE is a crystal-clear liquid with a fresh, clean odor that makes it pleasant to use. Read the folder in the package . . . see how many, many ways you can use BACTINE in your home.

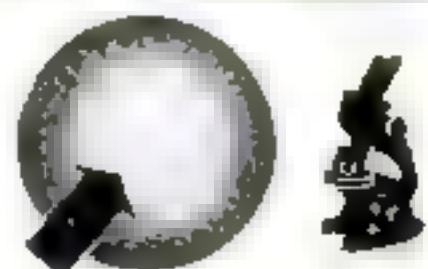
At all Drug Stores . . . 3 convenient sizes



LASTING GERM-KILLING ACTION

Actual photograph through microscope showing colonies of staphylococcus aureus germs (gray area). Clear space (arrow) is field where

BACTINE was applied. The lasting germ-killing action of BACTINE has kept area free of these infection-causing germs for 48 hours.



NOTE TO PHYSICIANS—BACTINE is more than a quaternary. While BACTINE is an active germicide, additional fields of effectiveness make it unique among antiseptics. Write for professional literature containing basic research and clinical data.

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MILES LABORATORIES, INC. • ELKHART, INDIANA

BABY-SITTING COURSE CONTINUED



"BUBBLE" PRACTICE requires ninth-grader Ronald Butler to pick up a doll and support its head while preparing with right hand to pat its back.



DIAPER PRACTICE involves seventh-graders Jerry Corbo, David Tholl and Paul Collins in joint maneuver for lifting doll, powdering and repinning.



THE REAL THING is demonstrated by nurse, Mrs. Carl MacDonald, who observed that baby's wails are a normal accompaniment to even expert care.



NO
GAUZE

because

New Design Modess

*gives you the luxury of a new whisper-soft
fabric covering...no gauze...no chafe!*

**NOW! 89% OF
ALL FOOD
AT YOUR
FINGER TIPS!**

NEW! ALL NEW!

THE ONLY REFRIGERATOR



Model CAF-122

YOU CAN OWN
A GENUINE
CROSLEY
SHELVADOR
for as little as

\$169⁹⁵

Model
LF-7

*A Crosley
Kitchen is
the Heart
of Your
Home!*

CROSLEY—WORLD'S LEADING AUTOMATIC

DEFROSTING REFRIGERATOR—PROVED IN

MORE HOMES THAN ANY OTHER!

CROSLEY

Appliance and Electronics Division

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Cincinnati 25, Ohio

CROSLEY *Super* SHELVADOR®!

WITH EXCLUSIVE DEEP DOOR DESIGN

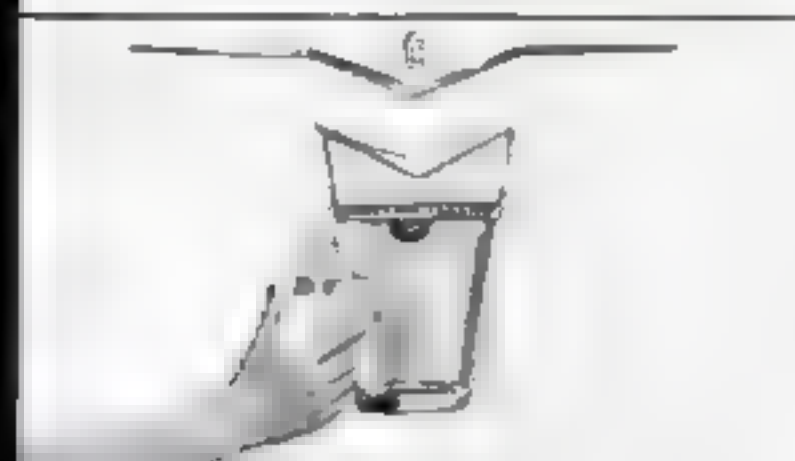
PLUS BEVERAGE SERVER, ROLL-OUT SHELVES AND ROLL-OUT CRISPER!



Only this Crosley puts so much food right where you can reach it—actually puts 89% of all food right at your finger tips! For only Crosley brings you exclusive Deep Door Design—the only door with

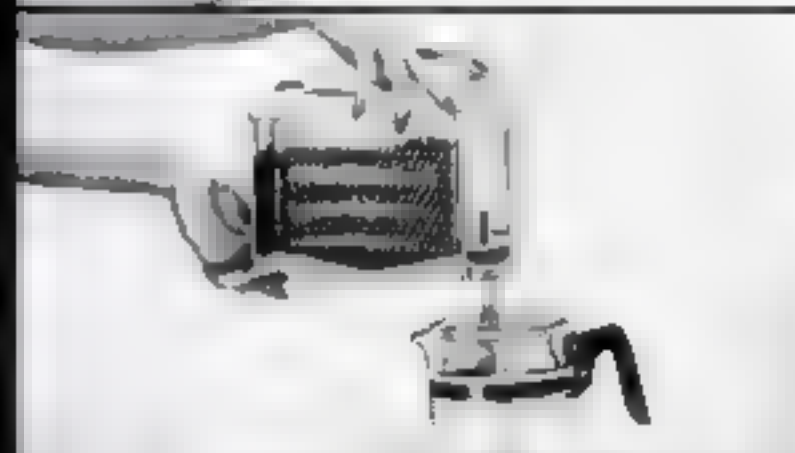
fully recessed shelves that don't steal an inch from inside the refrigerator. Don't look for all this wonderful convenience in any other refrigerator—it's exclusive with Crosley!

NO OTHER REFRIGERATOR GIVES YOU ALL THESE FEATURES!



NEW EXCLUSIVE CROSLEY BEVERAGE SERVER WITH DRINK TAP!

Tap is on the outside... chilling compartment on the inside—no need to open the door! Just raise your glass and *presto*—you've served yourself an ice-cold drink!



NEW EXCLUSIVE COFFEE MISER!

Keeps ground coffee at "just-opened" freshness... lifts from door and dispenses a measured tablespoonful of coffee each time you press the plunger!



NEW ROLL-OUT SHELVES!

At last, perfectly designed shelves that glide out easily even when fully loaded! They bring "back-row" food right out in front, in sight, in reach!

SO MUCH MORE IN THE DEEP CROSLEY DOOR!

Only Crosley will hold this much food in the door alone! For only Crosley gives you Deep Door Design with completely recessed door shelves that don't steal an inch from inside the refrigerator!

Others hold much less food on their door shelves. Here you can see the actual difference in door capacity between the average of four other leading refrigerators and the exclusive new Deep Crosley Door!





COLOR is one way wine was judged by LIFE's jury of experts. Left: Alexis Lichine watches as Maxwell Krienderer hoists a glass of California Almaden Grenache Rosé (left) to the light to test its color against glass of imported Tavel Rosé 1951 (right). The California rosé wine was judged to have a better color, though Tavel was found to have more body and flavor.



Wine Buying with the Mystery Removed

A JURY OF EXPERTS DRAWS UP THREE GUIDES FOR PRACTICAL CELLARS

The mystery and ritual that have accumulated around the subject of wine intimidate many people in the U.S. Confused by talk of vintage years and chateau bottlings, beset by rules about wine choosing and serving, sure that no wine is good unless it costs a lot, they give up and stick to highballs or water. To help rescue wine drinking from such snobbery and dust the cobwebs off the bottles, LIFE asked a jury of six wine experts to set up some practical wine-buying guides that everybody can use (following pages).

The first of their guides consists of their choices of the

best widely available imported wines and domestic wines, regardless of their prices. The second guide is for a \$25 wine cellar, and consists of a sampling of good wines, which, for the price of half a case of whisky, will enable the novice to discover what he likes. The third guide is for a \$100 wine cellar. This includes wines for everyday drinking as well as many for special occasions. The jury of experts points out that the world's fine wines constitute less than 6% of the wines that are drunk and enjoyed. The one important rule about wine, they insist, is that if it tastes good, it is good.

GLASSES for wines may cost a lot or a little. In picture opposite, expensive glass is always on left, inexpensive equivalent to right. The price quoted is for one glass. On top row, left to right: glass for white wine, Steuben \$11, Imperial \$2; glass for sherry or port, Orrefors \$2.75, Libby 39¢. On the second shelf: Champagne cup, Baccarat \$8; Libby 39¢. Rhine wine glass, Baccarat \$5.50, Tiffin \$1.80, the Burgundy glass, Baccarat \$7.50, glass by Seneca \$1.25. Third shelf: red wine glass, Steuben \$14.50, Imperial \$2; brandy snifters by Baccarat \$3.50, Tiffin \$2.80. On bottom row: a wine glass, Orrefors \$12.25, Seneca \$1.25. Decanter, \$28, by Baccarat.



THE wines that were tested and tasted by the six experts were grouped on tables in bottles without labels. On this table were domestic and imported Burgundys and Chiantis. Center: Frank Schoonmaker makes notations about Musigny 1949, an imported Burgundy (guide, next page). He noted "is not altogether ready; will be a great wine in two years." Hand hovering over glass of imported Broho Chianti is Alexis Lichine's, another member of the jury who wrote *Wines of France*. He said the Chianti is "pleasant, of a good color, difficult to taste without food." Background, left: Ella Brennan, the only woman member of the jury, broods over rating.



BUCH Barrow Cart can be used by everyone.

BUCH Whiz Barrow is the homeowner's friend.

BUCH Jr. . . . a child's barrow just like "dada's."

MAKE 1000-and-1 HOME JOBS Ten Times Easier with these BUCH GARDEN HELPERS

For every job around the home a BUCH Barrow in the right size is more than a convenience . . . it is just as necessary as a hammer or a saw. Whether it is gardening, fertilizing, rolling lawn or mixing cement, you'll find BUCH Garden Equipment the ever-ready helper for any job around the home. All items packed in easy-to-carry-home boxes.



BUCH Spreaders Mean Even Distribution. BUCH Spreaders save waste on expensive seed and fertilizer. BUCH's exclusive square holes can't clog. Direct lever control gives 8 positive settings—suits any spreading job. Automatic agitator. For big estate or small garden buy BUCH at your hardware dealer.



BUCH Garden Equipment Means Better Lawns with Less Effort. BUCH Chappie is a sensible barrow for the lady of the house. BUCH Lawn Rollers have been the choice of professional gardeners for years. Patented BUCH Aerators lift out the dirt; don't pack it down; thoroughly aerate any lawn. Ask your hardware dealer to show you the bright red and ivory BUCH Equipment before you buy.

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Garden Equipment

BUCH MANUFACTURING CO., Elizabethtown, Pa.

AMERICA'S Complete Line of Rolling Garden Equipment for Home, Farm and Industrial Use

Carrying the Load
Since 1868



Wine CONTINUED



THE jury, from left to right: Alexis Lichne (back to camera); Frank Schoonmaker, wine buyer and importer; Maxwell Kriendler, co-owner of "21" in New York, which has the best wine cellar of any restaurant in the U.S.; Charles Codman (center background), buyer of wines for S. S. Pierce in Boston; Sam Aaron, co-owner of Sherry Wine and Spirits and Ella Brennan, wine buyer for Brennan's, one of New Orleans' most famous restaurants.

THE JURY'S CHOICES AS

The Top Wines

To perfect a list of the greatest imported wines and the finest domestic wines, the jury spent a full day tasting wines. They judged each wine by sniffing its bouquet, observing its color, sampling it. Then they wrote down their comments. Chateau Lafite, 1947, got the highest rating, was called "very great," "practically perfect." Inglenook Cabernet, a red domestic wine, could not measure up to the Lafite but was called "earthy," and "pleasant." The California wine which the judges considered best of the lot was Krug Traminer, which was rated "remarkable," "surprisingly clean," the "best California white wine."

Another California wine which fared well was Almaden Grenache Rosé. The jury commented on its fine color, fresh taste. The American wines were not rated as high as the great imported wines, but they cost so much less that they are judged better buys. In the \$25 and \$100 wine cellars that follow many domestic wines are listed. The prices of American wines below are standard through most of the U.S. Prices of imported wines prevail in New York. They cost more in most cities.

	DOMESTIC	BOTTLE	IMPORTED	BOTTLE
SHERRY	Almaden Solera Cocktail	\$1.50	Gonzalez & Byass Tio Pepe	\$4.85
PORT	Paul Masson Rare Tawny	2.80	Sandeman Partners'	4.32
RED BURGUNDY	Beaulieu Pinot Noir	1.85	Musigny 1949, Adrien	4.40
WHITE BURGUNDY	Wente Pinot Chardonnay	2.72	Montrachet 1950, Laguiche	5.75
CLARET	Inglenook Cabernet	1.55	Chateau Lafite Rothschild	
			1947	4.99
SAUTERNES	Wente Sweet Semillon	1.67	Chateau d'Yquem 1947	6.99
CHIANTI	Martin Napa Chianti	1.39	Brolio Chianti	2.18
ROSÉ	Almaden Grenache Rosé	1.35	Tavel Rosé 1951	1.75
WHITE ITALIAN	Petr Signature Napa		Corvo di Casteldaccia	1.59
	White Pinot	1.25		
CHAMPAGNE	Korbel Brut	4.72	Krug Brut Reserve	6.37
RHINE	Charles Krug Traminer	1.59	Steinberger Kabinett	
			Spätlese 1949	3.69
MOSELLE	Widmer Delaware	1.50	Piesporter Goldtröpfchen	
			Fine Spätlese 1949	4.99

After the tasting, the jury drew up a few simplified rules. A wine drinker should try enough different kinds of wine to discover what he likes. Then buy those wines no matter what "authorities" may say. After wine is delivered to the house, let it rest for a week. Jogging around is not good for wine. Chill white and rosé wine. Better brands of red wine should not be chilled, but chilling, according to some authorities, improves the taste of cheap red wine. To get to know wine, a drinker should pause after the first sip and concentrate on the taste. Try to analyze its characteristics. After doing this a few times an amateur will begin to understand both wine and his own taste.

CONTINUED ON PAGE 117

Nature's most refreshing flavor
keeps forks flying when
meals include...

Pineapple

CANNED TROPIC-FRESH



tidbits

Flavorful wedges, dessert
spoon size, to eat "as is", for
fruit cups, mixed fruit and
gelatin salads, on cereal

crushed

add to cake, fruit
and berry preserves and
casseroles, baked goods,
margaritas, preserves

To make a mealtime melody none can resist...a slice of tender ham and juicy chunks
of canned Pineapple were *grown* for this! In bakings, salads, desserts—any way you serve it—
golden canned Pineapple makes your eating *special*. So helpful is this tropic fruit,
it's a good idea to keep a "PINEAPPLE SHELF" in your kitchen. Stock it with all 5 forms
of Pineapple, the varied fruit cuts and sunny juice. Then it's easy to reach *often*
for a can of Nature's most refreshing flavor!



with baked ham steak. Add brown sugar
and Pineapple syrup to thick ham
slice. Bake in covered pan till tender. Put
in Pineapple Chunks, continue baking
uncovered till Chunks turn light brown



Tripletwist
broadloom
carpet
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Surely, you've seen and walked on many kinds of twist carpet. But never have you set eyes or foot on a twist like Bigelow Tripletwist broadloom.

So luxurious and so wonderfully practical, too! Its rich, thick pile just wears and wears. Its lively, all wool, 3-ply yarns resist soil, foot and scuff marks.

And because it's made by Bigelow's Permaset* process you know that every twist in Tripletwist is *in to stay* . . . no matter how many times the carpet is cleaned.

Ask to see this wonderful carpet at your Bigelow retailer's today. Choose from 13 decorator colors, one lovelier than the next. Learn why Bigelow Tripletwist is such an outstanding value for every room in your modern or traditional home.

Get your free copy of *Carpets—Their Selection and Care* at your Bigelow retailer's. Or send name, address and 10¢ to Consumer Service Bureau, 140 Madison Ave., New York 16, N.Y.



See Tripletwist at your Bigelow retailer's. Discover how little it costs to carpet a room or your entire home. Budget terms available.

- 1 Beige—a lovely, light color that resists soil and foot marks.
- 2 Avocado—one of the season's smartest new shades.
- 3 Gold—will add warmth and coziness to any room.
- 4 Cocoa—perfect with blonde or dark woods.
- 5 Powder Green—a rich, neutral tone.

Tripletwist is available in 8 other beautiful colors (not shown here).

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*Beauty you can see . . .
quality you can trust . . . since 1825*



TESTING BOUQUET. Charles Codman sniffs a sample of Krug Traminer, a dry white California wine. Bouquet was delicate and the wine was given a high rating by the six experts.

THE JURY'S CHOICES FOR A \$25 Wine Cellar

DRY SHERRY, one bottle. This is served before dinner like a cocktail, chilled if preferred. Choose a good American brand such as Almaden, Beaulieu, Martini, Widmer or a modestly priced dry sherry from a reputable Spanish firm such as Bobadilla, Domecq, Duff Gordon, Garvey, Gonzalez, Harvey, Sandeman, Williams & Humbert.

CALIFORNIA RED WINE, one gallon. Buying by the gallon means lower cost per bottle. To prevent spoiling, decant into five bottles or 10 half bottles, corking tightly. California's best red wines come from the north coast counties: Napa, Sonoma, Santa Clara, Mendocino, Alameda, and are bottled at the winery. California Claret and Burgundy are often almost identical, although Burgundy usually has more body.

CALIFORNIA WHITE WINE, one gallon. Decant as above. Good white wine in gallon size is more difficult to find than red. Look for a wine bottled and shipped by a north coast county winery. Almaden and Charles Krug are among those nationally distributed. American Chablis and American Sauterne, unlike French Chablis and Sauterne, are sometimes impossible to tell apart.

CHILEAN RIESLING, one bottle. Dry white wine at low cost.

VIN ROSE, two bottles. All-purpose pink wine that goes with almost any food. Serve chilled. The pink wines of California are excellent, particularly those of Almaden, Beaulieu, Krug and Martini; or get a French rose from Alsace, Anjou, Côtes du Rhône (the best is Tavel) or Provence.

CHIANTI, one bottle. An economical all-purpose Italian red wine. Choose among such reliable shippers as Antinori, Bertolli, Broho, Martini & Rossi, Ruffino and Serristori. Very cheap Chianti is not recommended since it is generally not as good as ordinary red wine from California.

CALIFORNIA CABERNET OR PINOT NOIR RED WINE, one bottle. Most of the good red Bordeaux is made from the Cabernet grape, just as the finer red Burgundy is produced from the Pinot Noir grape. These flourish best in northern California at the vineyards of Almaden, Beaulieu, Hallcrest, Inglenook, Krug, Martini, Masson and Ray.

AMERICAN DRY WHITE WINE, one bottle. America's best dry white wines generally bear the name of the grape variety such as Delaware, Pinot Blanc, Pinot Chardonnay, Riesling, Sauvignon Blanc, Semillon, Traminer. Among the better growers of these wines are Almaden, Beaulieu, Buena Vista, Inglenook, Krug, Martini, Wente and, in New York State, Widmer.

RED BORDEAUX (FRENCH) OF 1947, '49, '50 VINTAGE, one bottle. Look for wines named after districts such as Médoc, St. Emilion, Margaux, St. Julien, St. Estéphe or preferably a medium-priced chateau-bottled Claret bearing the words "*Mis en Bouteilles au Chateau*" which means bottled by the vineyard owner. Dependable chateaux include Beychevelle, Calon-Ségur, Gruaud Larose, Lascombes, Léoville-Lascazes, Palmer, Pichon Longueville.

RED BURGUNDY (FRENCH), 1949, '50, '52, one bottle. Wines from many of the less famous vineyards of Burgundy are good and not too expensive. District names include Beaujolais, Côte de Beaune, Macon. For best wines look for an "estate bottling" with a phrase such as "*Mise du Domaine*" or "*Propriétaire*" next to the producer's name on the label.

RHINE WINE (GERMAN) 1949, '50, '52, one bottle. Liebfraumilch is what the average American usually asks for when buying a German wine. The word connotes nothing, either as to quality or place of origin, so ask for wines that carry the name of a specific town and a specific vineyard such as Hochheimer (name of town) Daubhaus (name of vineyard) or Eltvaller Sonnenberg, Niersteiner Reibach, Johannisberger Klaus or Rodesheim Schlossberg.

CONTINUED ON NEXT PAGE



*A luxury
that actually
does you good!*

New after-shave blend—with two special ingredients—gives you protection you can actually *feel!* and a light, fresh scent that *stays with you!*

It gives you a wonderful *feel* of luxury . . . clears your head, brightens your morning! But, more . . .

Two special ingredients in Aqua Velva's blend do you a more serious service—they help protect you from infection, protect you from rough, raw shaves!

Every time you shave you scrape away not only hair—but *skin*. You leave unseen nicks and scratches on your face. ("Unseen"—untreated!) Here, say skin specialists, start the bulk of all serious shaving infections. For this reason, Aqua Velva's new blend was created! Its two special ingredients are concentrated to help protect you from infection. The *tingling* you feel when you apply Aqua Velva is "proof" of this new lotion's protective power.

Get the new Aqua Velva—now at better drug counters. For the well-groomed man, a 5-second dash makes the perfect finishing touch to your daily shaving interval.

saves → water! → suds!

*Maytag's great new
Automatic Water Level Control*



The A. G. Erwin, Jr. family of Wilmette, Illinois, couldn't get along without their Maytag Automatic Washer and matching Dryer.

*Adjusts to all size
loads of clothes!*

Maytag's new Automatic Water Level Control adjusts to small, medium, or full loads of clothes. Saves as much as 9 gallons for small washings.

Never any dirt streaks! Exclusive double-spin tubs never let dirty wash water strain back through clothes.

Even stubborn "ground in" dirt washes out with exclusive Gyrafoam agitator action.

Husbands like it! Of course, for the Maytag is built to last.

A Matching Maytag Dryer! See this superior dryer that never lets lint nor moisture escape into the room.

Maytag



**automatic
washer**

Wine CONTINUED



TASTING GAME is fun for wine amateurs. Two glasses are filled with same wine, third glass with another one. Player sips all three, tries to tell which glasses hold the same wine.

THE JURY'S CHOICES FOR A \$100 Wine Cellar

DRY AMONTILLADO SHERRY, one bottle. Choose from among the Spanish shippers listed under \$25 cellar.

TAWNY PORT, one bottle. Excellent afterdinner wine. Choose from among such Portuguese shippers as Cockburn, Harvey, Robertson, Sandeman, Fonseca and DeLaforce.

CALIFORNIA RED WINE, two gallons. See \$25 cellar.

CALIFORNIA WHITE WINE, two gallons. See \$25 cellar.

BETTER CALIFORNIA RED WINES, four bottles. Choose Cabernet or Pinot Noir from better vineyards listed under \$25 cellar.

BETTER AMERICAN WHITE WINES, four bottles. See \$25 cellar.

IMPORTED CHIANTI, two bottles. See \$25 cellar.

WHITE BORDEAUX OF 1947, '49, '50 VINTAGE, three bottles. Pick Graves for moderately dry; Barsac for semisweet and Sauternes for sweet. For better wines, select a chateau bottling such as Carbonnieux (Graves), Coutet (Barsac), and Filhol, La Tour Blanche and Yquem among the Sauternes.

RED BORDEAUX, 1945, '47, '49, four bottles. Two bottles of a good chateau (see \$25 cellar). Two bottles from one of the top vineyards—Chateau Lafite, Latour, Margaux, Haut Brion, Mouton-Rothschild, Cheval Blanc—for special occasions.

VIN ROSÉ, four bottles. Choose American or French. See \$25 cellar.

WHITE BURGUNDIES, 1949, '50, '52, three bottles. All white Burgundies are dry. Choose among Chablis (the driest), Pouilly-Fuissé, Meursault, Corton Charlemagne, Puligny- or Chassagne-Montrachet. To obtain the best, look for an estate bottling.

ALSATIAN WINES, 1949, '50, '52, two bottles. Dry white wines bearing the name of the grape, rather than the district, on the label. Choose Traminer or Gewurztraminer for full flavor, fruitiness and aroma; Riesling for dryness, and Sylvaner for lightness and lower cost.

RHONE VALLEY RED WINES, two bottles. Pick Châteauneuf-du-Pape, Côte Rôtie, Hermitage of 1945, '47, '49 or '50 vintage, estate bottled.

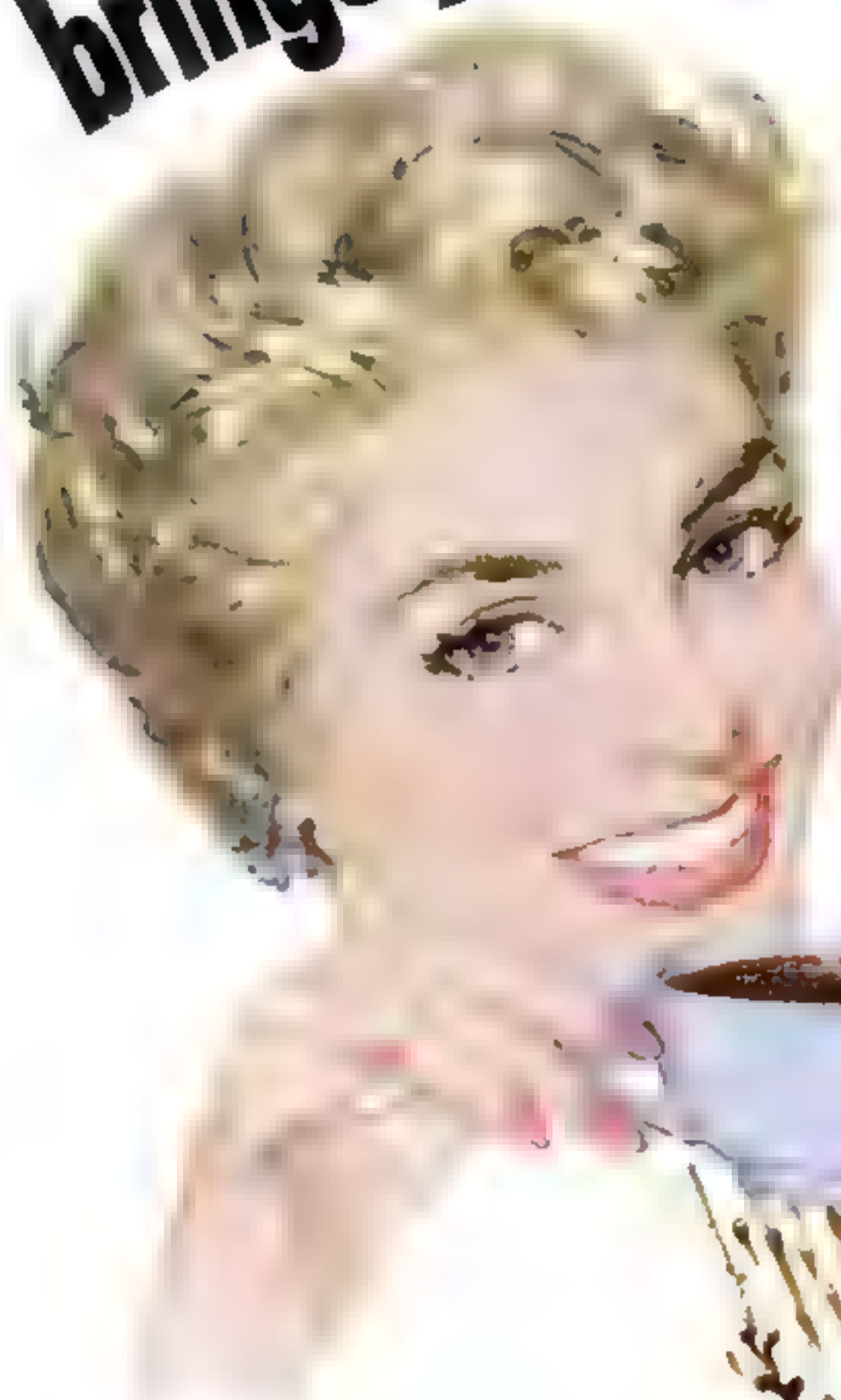
ESTATE BOTTLED RED BURGUNDIES, 1945, '47, '49, two bottles. Superb wines produced by great vineyards in small quantity. Look for estate bottling. Among the greatest vineyards are Chambertin, Clos Vougeot, Corton, Musigny, Grands Echézeaux, La Tâche, Richebourg and Romanée St. Vivant. Red Burgundies mature relatively fast, '49s are ready to drink now.

RHINE OR MOSELLES, 1949, '50, '52, two bottles. Give preference to wines bearing the name of a vineyard as well as a town (see \$25 cellar). Also look for the words "Original Abfüllung" which mean "bottled by the vineyard owner." In addition, look for "Spatlese" or "Auslese."

CHAMPAGNES, two bottles. One good American Champagne such as Almaden, Fournier, Gold Seal, Great Western, Korbel or Masson, and one imported, vintage or nonvintage, such as Bollinger, Clicquot, Charles Heidsieck, Heidsieck Dry Monopole, Irroy, Krug, Lanson, Moët, Mumm's, Perrier Jouët, Piper Heidsieck, Pol Roger, Pommery, Roederer and Taittinger. Strangely, a Champagne that is labeled extra dry is actually less dry than one labeled brut.

NEW NESCAFÉ 100% PURE COFFEE

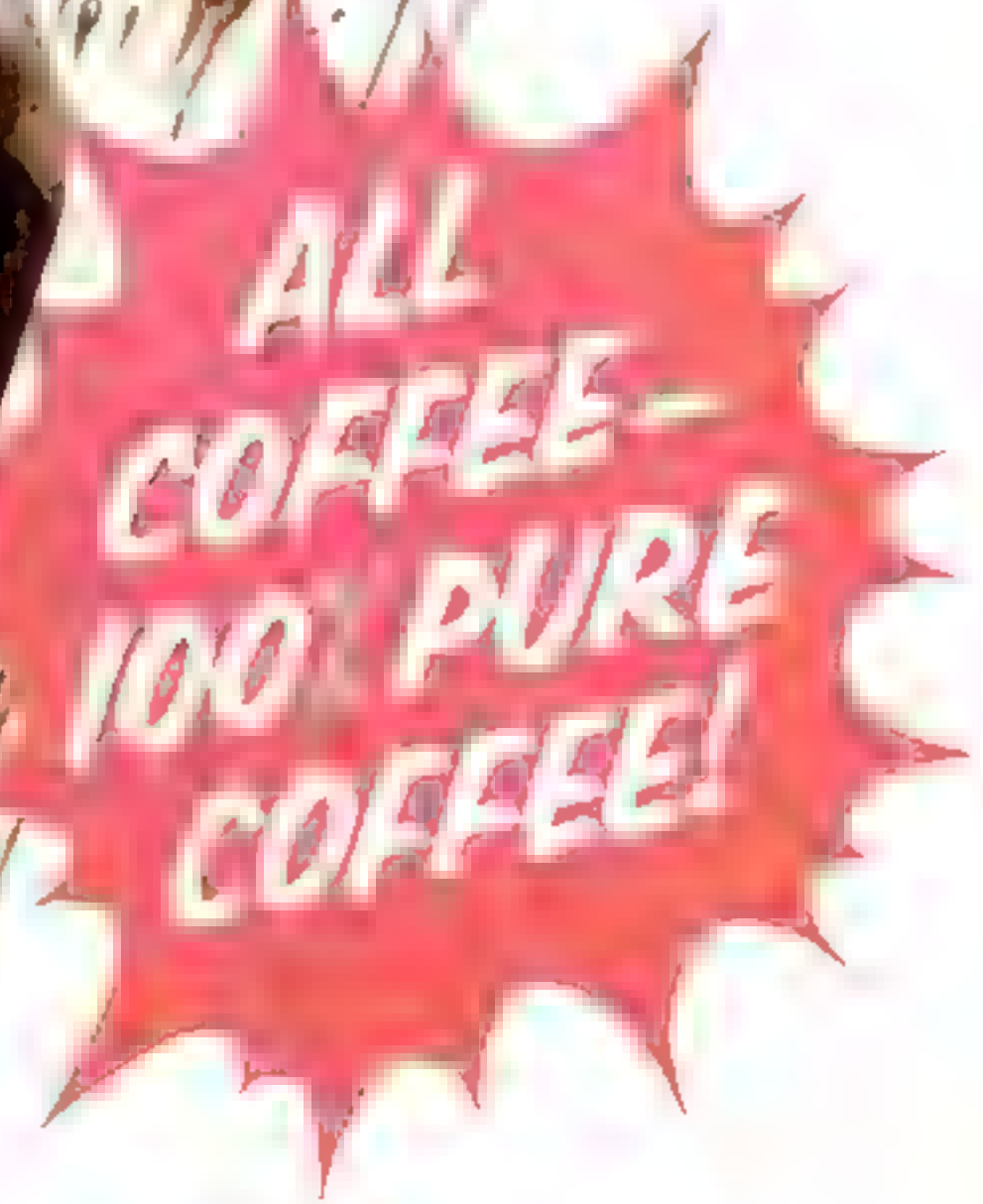
brings you better flavor than ground coffee!



Yes, Get Better Flavor,
Cup after Cup
—or your money back!

New Jet Process Explodes Pure Coffee Into Tiny Gems of Nescafé!

Yes, Nescafé's Jet Process brings better flavor than ground coffee—cup after cup after cup! It's pure, choice coffee . . . the finest there is . . . exploded into tiny gems of rich coffee goodness. Coffee so flavor-full, you'll say it's the most deliciously satisfying coffee you ever tasted! If you don't agree that this new 100% coffee Nescafé has better flavor, cup after cup, than any ground coffee, just send the unfinished jar to Nescafé, Box 428, White Plains, N.Y.—and you'll get your money back. Try new Nescafé today.



So Rich, You Save
Up To 25¢ A Pound
Over Ground Coffee!



BORG-WARNER HAS WORKED HAND IN HAND WITH MARTIN AIRCRAFT SINCE 1933



...3...2...1...FIRE! The Martin Matador B-61 pilotless bomber is launched in a fury of flame, its jet engine aided at take-off by a rocket.

For this noted builder of guided missiles and aircraft, Borg-Warner provides a wide variety of essential operating parts... just as it does for leaders in the automotive, farm machinery, marine, home equipment, and other major industries.

Almost any industry you can name is served by Borg-Warner. Take aviation. In this challenging world of speed and precision, *all* the leading builders of planes and guided missiles look to Borg-Warner for many vital operating parts.

The Glenn L. Martin Company ranks high among them. B-W's service to this famed maker is dramatized in the B-61 Matador, the pilotless bomber that is guided electronically. Special pumps made by B-W assure unfailing fuel flow

to its jet engine and operate the controls that steer this missile unerringly to destroy its distant target.

Not only in missiles and military planes, but in every commercial plane as well, B-W parts are adding to efficiency. Borg-Warner creative talents, engineering skills and production equipment daily help America's aviation to pace the world. Each B-W contribution evidences an aim: "Design it better—make it better."



Martin B-57 night intruder. Designed for swift, surprise attack under cover of darkness, its high speed and maneuverability depend importantly on essential parts from B-W. In amazing planes and missiles now being developed, B-W research and production have an exciting and vital role.

**ALMOST EVERY AMERICAN BENEFITS
EVERY DAY FROM THE 185 PRODUCTS MADE BY**

BORG-WARNER

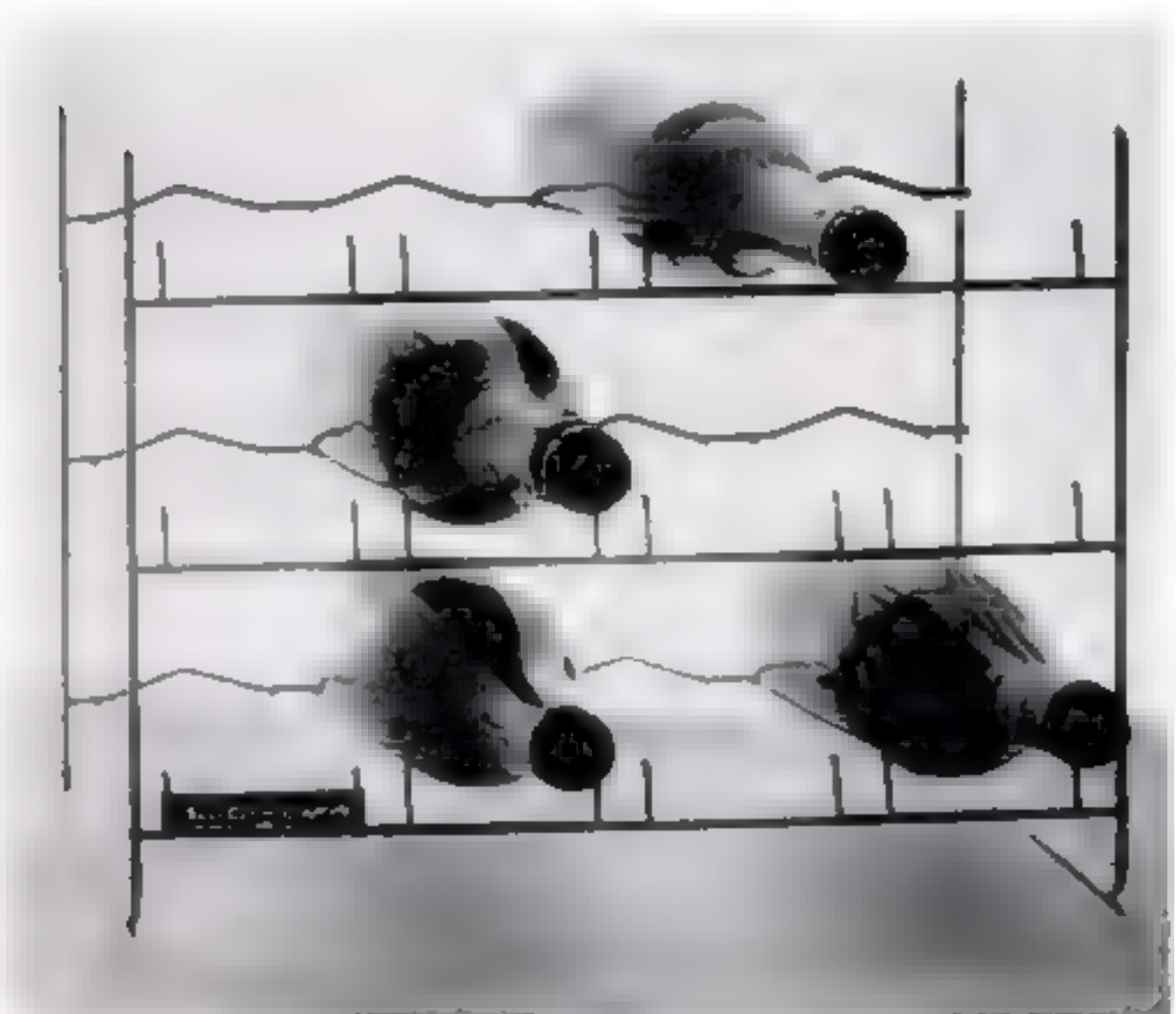
These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago: ATKINS SAW • BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • CLEVELAND COMMUTATOR • DETROIT GEAR • FRANKLIN STEEL • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHLESER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT PRESO PRODUCTS • REFLECTAL CORP. • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD. • WOOSTER DIVISION



BASIC WINEGLASS is large, plain. While certain traditional shapes are associated with specific wines, this one may be used for any. Glass should never be more than half full in order to trap and concentrate wine's fragrance.



FORMAL WINEGLASSES are shown above. These two shapes will take care of all table wines, the smaller for white wine, the larger for red, rosé, Champagne. Even at formal dinners no more than two wineglasses are needed.



METAL WINE RACK makes convenient storage place. Wine bottles should always be kept flat so that cork remains moist, does not shrink. let air in. Rack sells for \$3, holds 12 bottles, should be kept in relatively cool place.



This sock grows on you!

Interwoven Flexible Socks slip on and adjust naturally to the size and shape of *your* foot.

They never droop, never wrinkle, never twist and never pull.

Knit in a fine rib pattern of 100% nylon, they're the amazing result of an amazing process. Give yourself the custom fit of Interwoven Flexible Socks.

Ask for them now in Regular or Large size.

\$1.00 a pair

Interwoven FLEXIBLE SOCKS



STANDING UNDER AN INFRARED LAMP AT THE REAL RANCH, A MOTHERLESS, 8-DAY-OLD SOUTHDOWN LAMB CONTENTEDLY TAKES ITS COW'S MILK SUPPER

WARMED LAMB

Radiant glow of infrared lamps helps spring orphans stay snug

Every spring, along with the big general problems that beset them at lambing time, sheep ranchers are presented with a number of small special problems like the one pictured above: a young lamb which has been abandoned by its mother. As a substitute for wayward ewes, most big ranches, like the Real in Kerrville, Texas, have come to rely on infrared lamps

which give off enough heat to take off the chill and bathe the barn in a warm and rosy light. After about 12 weeks the orphans, called Sanchos, are put out to graze on their own. Till then, for the overworked ranch hands who have to keep them warm, heat their bottles and give them three feedings a day, the Sanchos are almost as much trouble as human babies.

Anchorglass *takes the splatter out of mixing!*

Cit last! **AMAZING DEEP-BOWL SET**
.....
DESIGNED FOR *Splash-proof* MIXING!



TULIP SET... 1, 2, 3, 4 Qt. Bowls smartly packed in gift carton

4-PIECE SETS ABOUT \$2.95

DEEP sides and tapered shape of these bowls prevent splashing! No more wiping splatters from walls, counter, floor!

You'll find these brand-new Anchorglass splash-proof bowls rest on a good, firm base; perfectly balanced for tip-proof beating. Whether you use a wooden spoon, wire whisk, hand beater or portable electric mixer, you can reach every bit of batter without fear of splashing.

Notice the tapered sides. They make these bowls easy to hold, pour from, clean. You can even bake in amazing Anchorglass! So handsome, you'll use them as serving bowls, too!

See these remarkable mixing bowls wherever glass is sold. If your dealer does not have them in stock, he can get them for you by writing Anchor Hocking Glass Corporation.



• BLACK POLKA DOTS 1, 2, 3, 4 Qt. Bowls • RED POLKA DOTS 1, 2, 3, 4 Qt. Bowls
Smartly packed in gift carton, about \$2.95

Look for the name **Anchorglass**



A PRODUCT OF ANCHOR HOCKING GLASS CORPORATION, LANCASTER, OHIO

High-protein Quaker helps you



Protein at breakfast is new key to weight control

Now it is known that an easy way to control weight is to start with a high-protein breakfast. Protein cuts down hunger. Yet protein foods keep you well-fed. And oatmeal gives you far more protein than any other leading cereal. That is why you can eat a bowl of creamy-delicious Quaker Oats with milk and sugar every morning—and control your weight.

The trend is to high-protein foods like Meat, Milk, Eggs, and Quaker Oats

Nowadays weight-conscious men and women are eating high-protein foods like Quaker Oats for breakfast. They are avoiding the fattening starchy foods. And they know oatmeal is their most economical source of breakfast protein.

Modern new weight-control menus are now in Quaker Oats Packages

You will enjoy good eating at every meal and control your weight with these Menus. There is no special cooking required for weight watchers. These are basic meals. They are tasty, economical, satisfying!

Here is a Typical Day's Menu

FOR WEIGHT CONTROL 1600 Calories

BREAKFAST

Tomato Juice (½ cup)
Quaker Oatmeal (¾ cup) with
½ cup whole milk and
1 tsp. sugar
White Toast (1 slice) with
1 tsp. butter
Coffee (black)

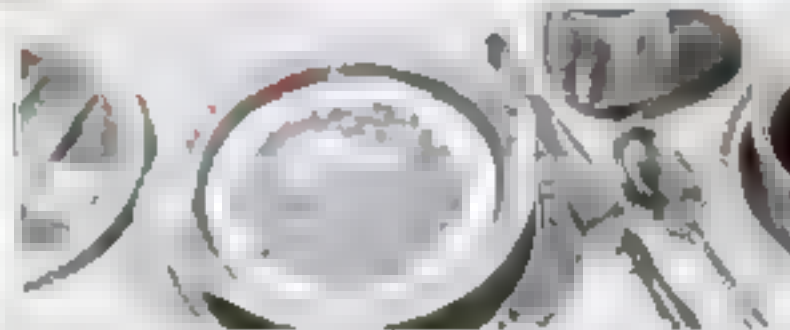
LUNcheon

Fruit Salad Plate
(1 slice pineapple,
¼ orange, ½ banana,
½ cup cottage cheese,
lettuce, 1 Tbsp.
French dressing)
Oatmeal Bread Toast
(1 slice) with 1 tsp. butter
Skim Milk (1 cup)

DINNER

Broiled Liver (4 ounces)
Broiled Onion Rings
(½ medium onion)
Potato (1 small) with
1 tsp. butter
Green Beans (½ cup)
Vanilla Ice Cream (½ cup),
2 Tbsp. frozen raspberries
Skim Milk (1 cup)

THREE SATISFYING MEALS



FOR GROWING CHILDREN AND ACTIVE ADULTS 2400 Calories

ADD

Soft-cooked Egg (1)
Whole Milk (1 cup)

ADD

Oatmeal Bread (1 slice) with
1 tsp. butter and
1 Tbsp. peanut butter
Serve Whole Milk

ADD

Bacon (2 slices)
Banana Oatmeal Cooky (1)
Serve Whole Milk

Oats control your weight!



8½ GRAMS OF PROTEIN
in this bowl of creamy-delicious hot
Quaker Oats with ½ cup milk and 1
teaspoon sugar. Yet only 221 calories.

EASY TO MAKE AS COFFEE!
And just as quick! Simply pour Quick
Quaker Oats in boiling water. It cooks
completely ready to serve — in only
2½ minutes!

*Look for Weight Control Menus inside
Quaker and Mother's Oats packages!*

Mother's Oats and Quaker Oats are exactly the same





this diamond...

depicting a famous chronicler of Louis IX, was well known throughout France on early 19th century playing cards.



this diamond

is well known the world over today. It's the label for the *one* gin that's dry...clear...the right proof (90 proof) ...and the right taste—never harsh, ALWAYS smooth. ALWAYS look for Gilbey's famous frosted bottle.

The world agrees on

"GILBEY'S please"



THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile and Mexico.





Whopping Talent Spree

HALF THE U.S. SEES RODGERS-HAMMERSTEIN SHOW

Last week some 80 million Americans were simultaneously watching the same TV show, half the population and easily the biggest single audience in the history of visual entertainment. The 90-minute show, done by all major networks, consisted of scenes and songs from the six Rodgers and Hammerstein musicals, starting with *Oklahoma!*, and was put on by General Foods to celebrate its 25th anniversary. Many members of the

original casts were on hand to sing their hits and, just to make everything bigger, three noted comics—Groucho Marx, Jack Benny and Edgar Bergen—were hired to guarantee yaks. They were not too funny but it didn't matter. What really counted were the songs. Handsomely staged and well sung by \$200,000 worth of talent, they sounded just as lovely as ever and were reason enough for 80 million people to stay in for an evening.

R. AND H. CHARACTERS from six famous shows are performed by (top from left) Lucy Martin and Rosemary Clooney, *Allegro*; Florence Henderson and Gordon MacRae, *Oklahoma!*; Mary Martin and Ezio Pinza, *South Pacific*; Patricia Morison and Yul Brynner, *The King and I*. Next row down, Jan Clayton and John Raitt, *Carousel*; Bill Hayes and Janice Rule, *Me and Juliet*. In bottom row are Ed Sullivan, Groucho Marx, Jack Benny, Charlie McCarthy, Edgar Bergen. In the foreground are Composer Richard Rodgers and Writer Oscar Hammerstein II.

every move you make is *Action free*



Lightweight, boneless Sarong lets you move freely. Exclusive criss-cross front always keeps you in shape because it always stays in place. Walk, bend or sit—it never binds a bit! Double panel flattens stomach. Contoured back and sides slim hips and thighs. Zipper, pull-on, 8-panel or Hi-Top styles for all figures. Sizes 24-40. 7.95 to 15.

Sarong Jr. Girdle, small, medium, large, packed in this gay-colored box. \$6.95



the girdle that walks and won't ride up!

At all good stores or write: I. Newman & Sons, Inc., 200 Madison Ave., New York 16, N. Y.
In Canada, Sarong Girdles by Dominion Corset Co., Ltd.

GIRDLE PATENT NO. 2,045,322 • TRADEMARK REGISTRATION WORD SARONG NO. 573,225

TALENT SPREE CONTINUED



ORIGINAL "CAROUSEL" DUO, Jan Clayton and John Raitt, join in the 1945 hit song, *If I Loved You*, a 10-minute scene on the TV extravaganza.



OFF-STAGE TRIO forms as Noel Coward visits rehearsal with Tony Martin (right) and camera-laden Yul Brynner, who sang his role from *The King and I*.



NEW "OKLAHOMA!" DUO of Gordon MacRae and Florence Henderson sing *People Will Say We're in Love*, first Rodgers-Hammerstein love song.

CONTINUED ON PAGE 130

New *Lilt* Home Permanent

looks, feels and stays like the

Loveliest Naturally Curly Hair!

*— a
far softer wave
than any other
home
permanent!*



\$1.50
(plus tax)

Now!
Your
choice of
3 KITS
one made
especially
for you!



for HARD-TO-WAVE hair



for NORMAL hair



for EASY-TO-WAVE hair

EXCLUSIVE NEW WAVE CONDITIONER
means that only from LILT can you get
such soft, natural-looking curls!

New Lilt looks as lovely as the loveliest naturally curly hair...
shimmering with healthy looking highlights. You get the kind
of wave you want where you want it!

New Lilt feels like naturally curly hair because Lilt's Wave Conditioner
makes curls so extra-soft you can actually feel the difference!
Lilt curls are always soft and smooth like nature's own!

New Lilt stays like naturally curly hair because it's the longest-
lasting wave possible today! Lilt keeps its shimmering,
soft naturalness month after month!

Procter & Gamble's new *Lilt* Home Permanent

**NEW! PARTY CURL Children's
Home Permanent by LILT** gives your little
girl the prettiest curls in the neighborhood! Natural-
looking and lasting. Nearly twice as fast as any
leading children's home permanent! \$1.50 plus tax



She insists on
BAYER Aspirin
because she wants
the **BEST**
—even though it
costs a few
pennies more!

To get the fast relief you want when you are suffering from a headache—or the pains of neuritis or neuralgia—take the pain reliever preferred by millions—Bayer Aspirin.



As you can see by dropping a Bayer Aspirin tablet in a glass of water, it starts to disintegrate almost instantly—so fast you need a stopwatch to time its speed! It does the same in your stomach. And that's one reason why it relieves your pain quickly—makes you feel better fast.

When you buy aspirin, don't look for a bargain. Remember that the best always costs more. So be sure you are getting the best—buy Bayer Aspirin.

Get the BEST—get

BAYER® ASPIRIN

TALENT SPREE CONTINUED

MARY DOES DOUBLE DUTY



AS M.C., she gave a hug to Clarence Francis, General Foods official.

Romping through the evening with her old hairdo (she had it cut especially for the show), her old *South Pacific* songs and her old sidekick Pinza, Mary Martin was a mistress of ceremonies, singer, dancer and speechmaker. "What is the magic . . . what sets Rodgers and Hammerstein apart from the others?" she asked rhetorically, letting the songs answer the question. Miss Martin even gave an exuberant kiss and hug (left) to the board chairman of the sponsor, who paid Miss Martin \$25,000 for her efforts.



AS NELLIE FORBUSH, the army nurse of *South Pacific*, Mary wistfully sang *I'm in Love with a Wonderful Guy* and at the end leaped high for love.



**THESE TWO CONNECTING RODS
MAY LOOK ALIKE**

***...but your Chevrolet
knows the difference!***

Seeing double? No, you actually see two different connecting rods in our picture. They're different in many ways that are mighty important to you and your Chevrolet.

The reason is that one is a Genuine Chevrolet Connecting Rod. It was designed by the same engineering staff that designed your Chevrolet. It was built of the same fine materials used in your Chevrolet's original factory-installed connecting rods. It was manufactured to the same precision standards . . . subjected to the same rigid quality controls. And, like all Genuine Chevrolet Parts, its structural and design soundness was proved in mile after mile of gruelling tests at the world's largest proving ground.

Is it any wonder that "your Chevrolet knows the difference!" When you need replacement parts, always specify the parts that are made to fit right . . . function better . . . last longer—Genuine Chevrolet Parts. They're installed by your Chevrolet dealer and leading independent garages and service stations everywhere.

Always ask for Genuine Chevrolet Parts



**Available wherever you go. Made to
fit right . . . function better . . . last longer**

YOUR CHEVROLET DEALER

**You benefit
from tests like this**

Connecting rods are "tortured" in rugged tests at the famed General Motors Proving Ground as part of the Genuine Chevrolet Parts program of constant improvement.



Let Meadow Gold help you
Get this beautiful Sterling Silver butter dish!



Special Meadow Gold price

\$10⁰⁰ *Federal tax included*

—would sell for \$25.00
at your silver shop

18th CENTURY ENGLISH REPRODUCTION

Let this beautiful period piece lend an air of dignity and charm to your table. Or get it to give as the perfect wedding gift. Solid sterling melon pattern top. Solid sterling bottom with shell and gadroon border. Engraved crystal liner, removable for washing. To get yours, send the fronts of three Meadow Gold Butter pound cartons, along with your name and address and \$10.00 in check or money order (only) to: **Meadow Gold Sterling, Box 8109, Chicago 77, Illinois.** Guaranteed to please you completely — or you return the piece and your money will be promptly refunded. Offer closes May 12, 1954—so send *today!* Offer good only in the U. S. and is void in any state or municipality where such transactions are prohibited, licensed, specially taxed, or regulated in any respect.

Churned-fresh daily. Tested 17 times. Wrapped in aluminum foil. Meadow Gold Butter is churned fresh daily from the very finest cream of America's lush green dairylands. Tested 17 times for purity, quality, and country-fresh flavor. And wrapped in flavor-saving aluminum foil that *keeps* it churn-fresh right up till the moment you serve it.



© 1954. BEATRICE FOODS CO



CLENCHING RIGHT FIST HE DID NOT USE, SWEAT-BEADED KID GAVILAN ADDRESSES THE PRESS IN DRESSING ROOM AFTER HIS LOSING FIGHT WITH OLSON

ONE-HANDED KID DOESN'T MAKE IT

A few hours before Cuba's Kid Gavilan stepped into the ring against Hawaii-born Bobo Olson the betting odds veered sharply. Word had gotten around that Gavilan's right hand, which had been injured in training, was too sore to throw a punch. At ringside the odds soared to 2½ to 1 against the man who was trying to

add Olson's middleweight crown to the welterweight title he already had. Gavilan maintained his cocky air and admitted nothing.

After a few rounds it was obvious to the crowd in Chicago Stadium that the Kid was fighting with one hand—his left. As Olson, a plodding but talented craftsman, stalked him

doggedly, the Kid countered with lefts. In 15 rounds he swung only a few feeble rights. The decision went to Olson after a disappointing fight that produced no knockdown punches. Gavilan was neither abashed nor disappointed. In the dressing room afterward he confided, "Next time I use two hands . . . then I win."

How do you
make such
wonderful
PIZZA?

It's easy,
Granny,
with
**APPIAN
WAY**

You just
mix, fix
and bake-
ready in
minutes

It's all in one package —
specially blended pizza
dough — the only kind that
makes a genuine pizza —
plus quick raising yeast
and real flavorful Italian
style Pizza Sauce

**APPIAN
WAY** Ready
Mix
Pizza



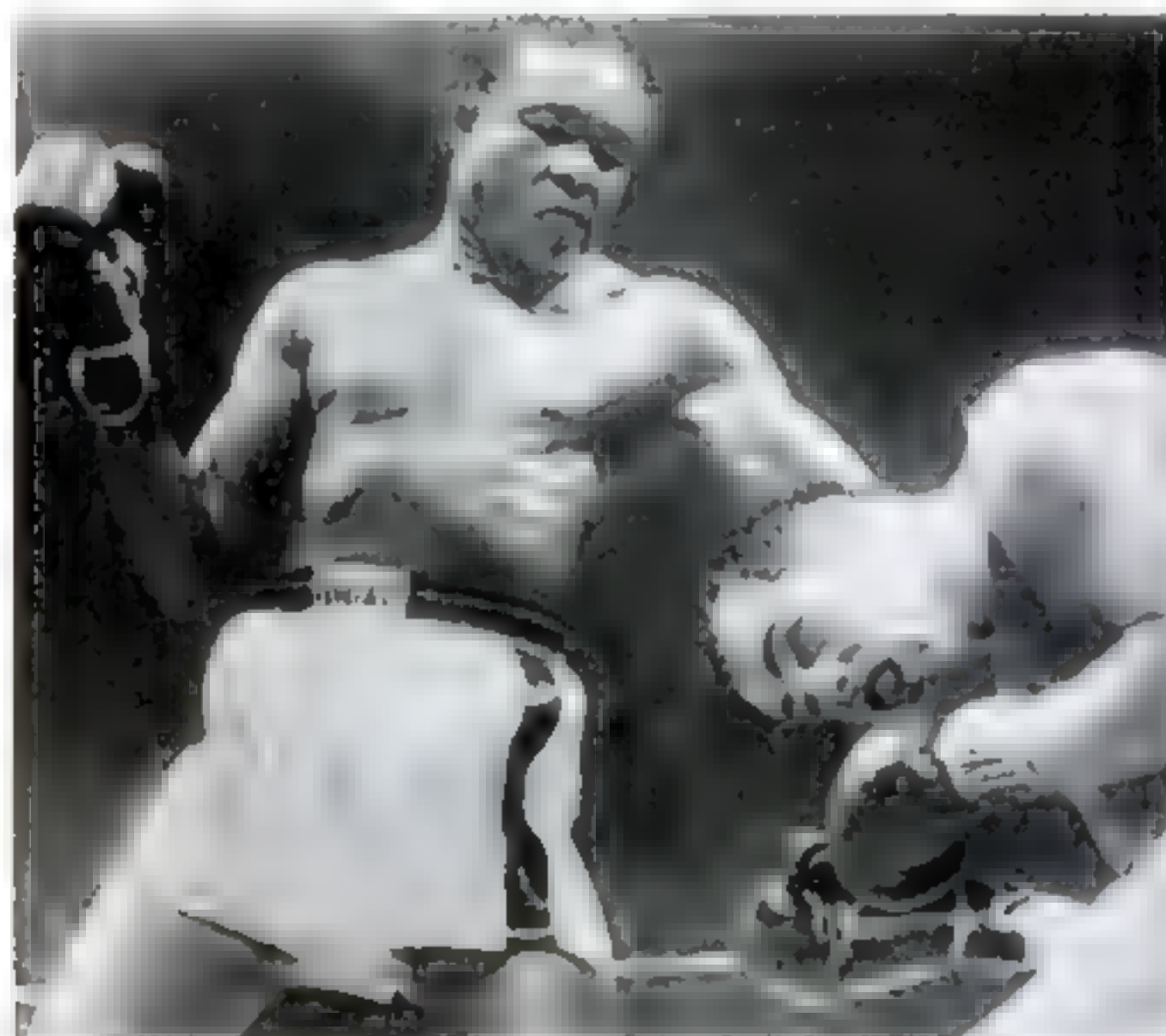
On Sale at
Grocers from
Coast to Coast

FOOD SPECIALTIES, INC.
Plymouth, Mass. San Jose, Calif.
AMERICA'S LARGEST MAKERS OF PIZZA PIE MIX

One-handed Kid CONTINUED



TENDER RIGHT gets bandaging in dressing room before fight as Gavilan looks on solemnly. X-rays had shown that his sore hand had no broken bones.



HARD LEFT by Gavilan in fifth round lands, leaves Olson open-mouthed. Right, cocked menacingly, was used more as a threat than an actual weapon.



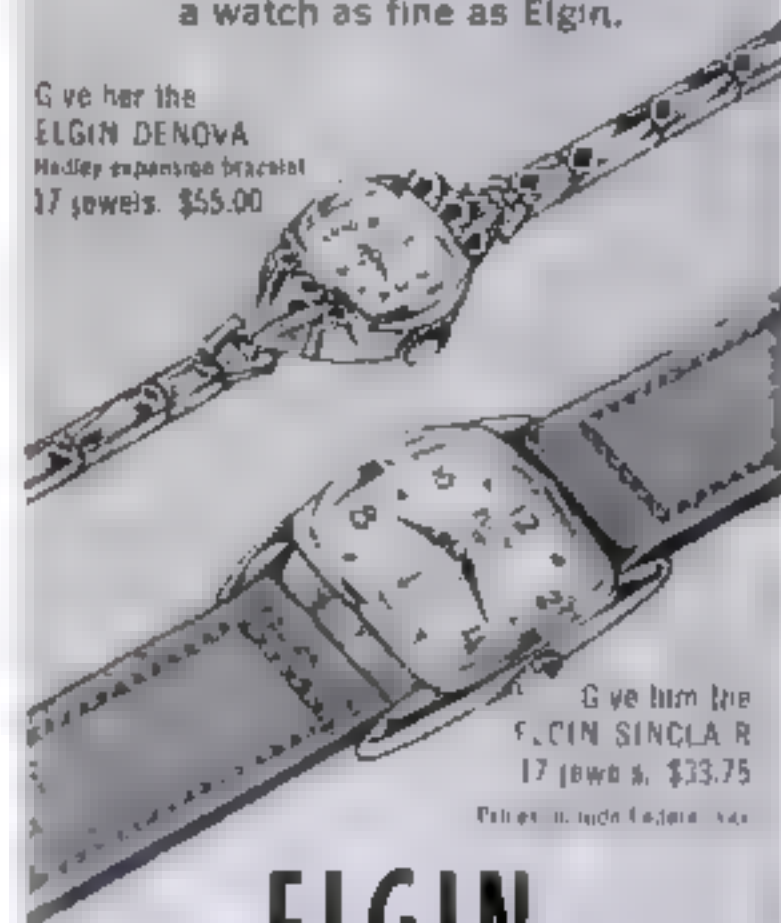
CLEVER INFIGHTING by Olson (right) ties up Gavilan's attempt to land a sharp left to body. Olson kept bearing in, keeping the fight at close range.



Someone's
birthday between
April 20 and May 20?

Taurus people are sympathetic,
self-sacrificing, gentle and
affectionate—born to treasure
a watch as fine as Elgin.

Give her the
ELGIN DENOVA
Medley expansion bracelet
17 jewels. \$55.00



Give him the
ELGIN SINCLAIR
17 jewels. \$33.75
Elgin is made in the U.S.A.

ELGIN

The beautiful way to
say "Happy Birthday"

For Up-to-Date
Housewives only!

You work relaxed!



Safe as a step ladder!

If you like pleasant efficiency, cheerful
colors, and comfortable furniture in your kitchen
—then GILTON's the step-stool for you.

This bright chrome chair is comfortably
upholstered in gay, colorful Duran . . . keeps
looking like new with a swish of a damp cloth.
Non-slip steps fold under seat when not in use.
Only \$12.95 at your favorite department, furni-
ture or hardware store. (West of Miss.—\$13.95)

GILTON

MFG. CORP., BROOKLYN 20, N. Y.
Makers of KIDEE-KROME JUVENILE FURNITURE



famous for
modern
chrome
high
chairs
and
youth
chairs

\$18.95

\$10.95

CONTINUED ON PAGE 135

3 new plastic bandages...all with **Super-Stick** PATENTS PENDING



1. BAND-AID Plastic Patch



2. BAND-AID Plastic Strip



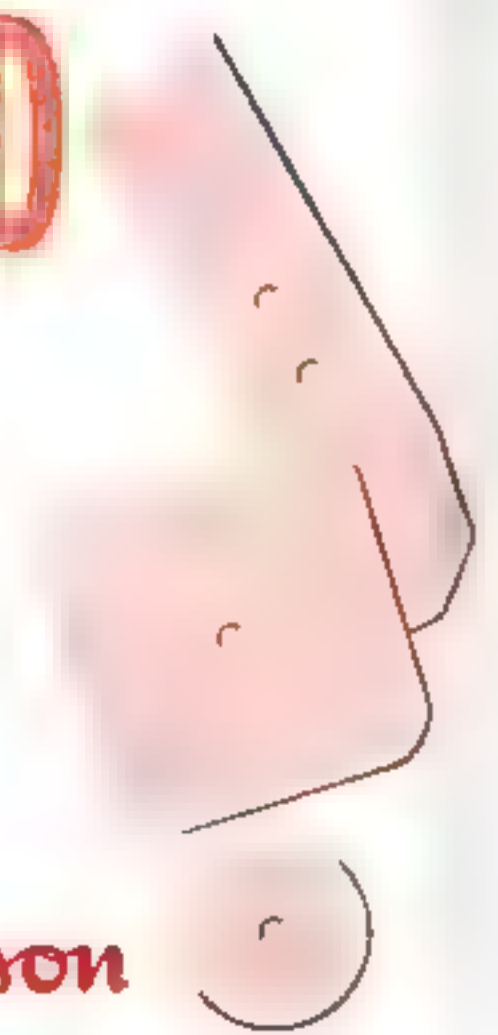
3. BAND-AID Plastic Spot

A shape for every need.
Flesh-colored. Won't loosen in water.

BAND-AID
TRADE MARK

Plastic
Bandage
Kit

Johnson & Johnson



Here's how you can get TOP-NOTCH PERFORMANCE from your electric shaver!

Try this new before-shave beard conditioner especially designed for use with electric shavers. *Before you shave*, apply cool, refreshing Letric Shave to your face—then plug in your razor, shave.

Note how Letric Shave improves your razor's performance! See how it speeds up shaving! Cuts drag and discomfort!

Tests by thousands of men have proved that using Letric Shave regularly gives closer, faster, more comfortable shaves with every type of electric shaver! Here's how Letric Shave works:

1. Sticky, razor-clogging perspiration is evaporated.
2. Your skin is lubricated to eliminate "shaver drag" and to allow faster, cooler, more comfortable shaving.
3. Whiskers are softened so shaver cuts them off quickly, cleanly, closely.



Try it—see why 9 out of 10 men who try Letric Shave won't be without it!

Letric Shave lubricates shaver cutting-head too, for easier action, longer life. Try Letric Shave tomorrow. Only 59¢, no U. S. tax, for 3-oz. bottle—enough for 80 shaves.

FREE — a full month's supply of Letric Shave! Just send name and address to The J. B. Williams Company, Dept. L2, Glastonbury, Conn.



*The High Note of the
Easter Season*

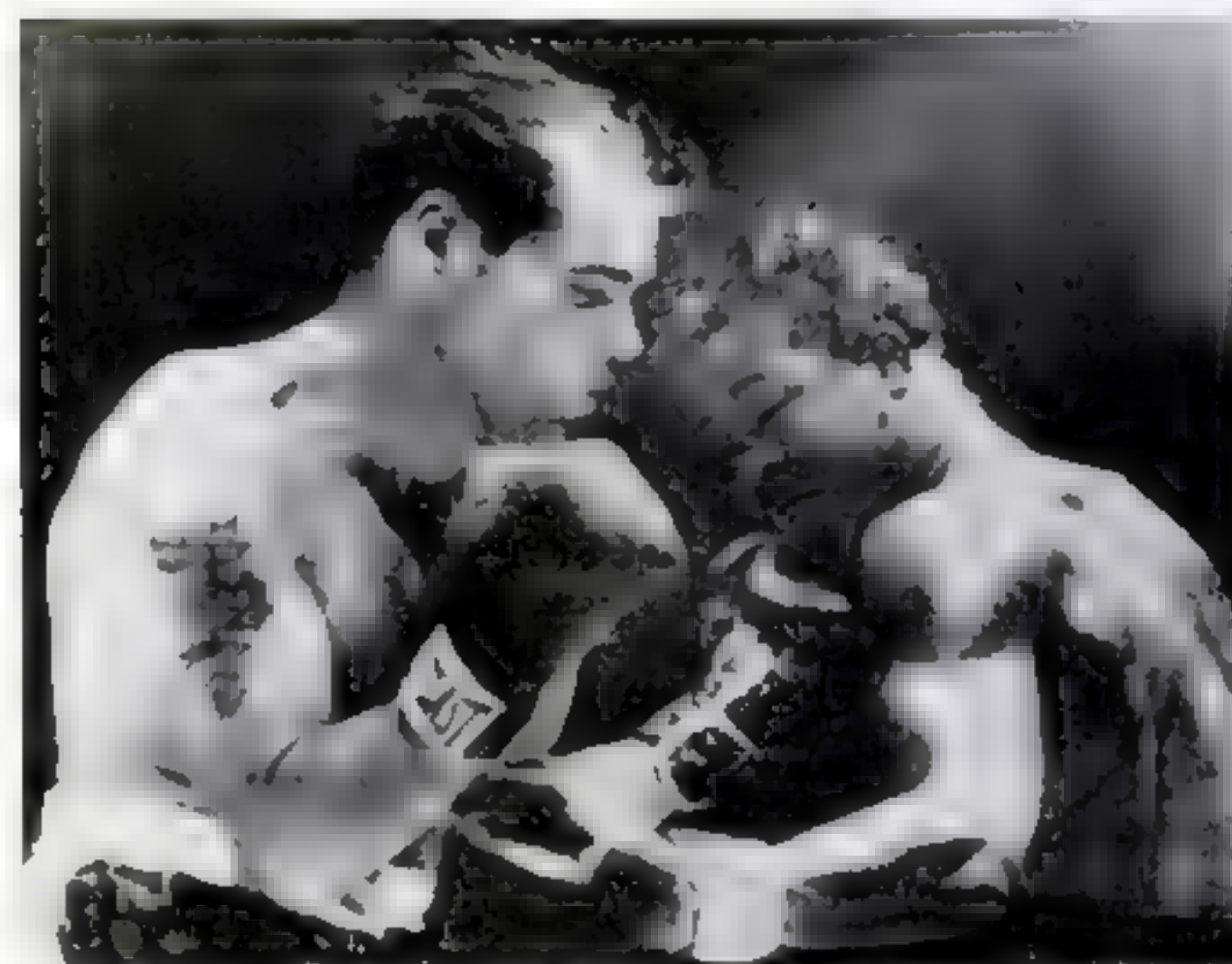
PAAS

EASTER EGG COLORS
and COMPLETE EASTER
EGG DECORATING KITS

One-handed Kid CONTINUED



COVERING UP in ninth round, Olson (right) defends against Gaydan (left). A skilled boxer, Olson took few punches and had no marks of it.



LETTING GO with one of the few really solid punches landed in the whole fight, Olson staggers his opponent with powerful left to the jaw in 14th round.

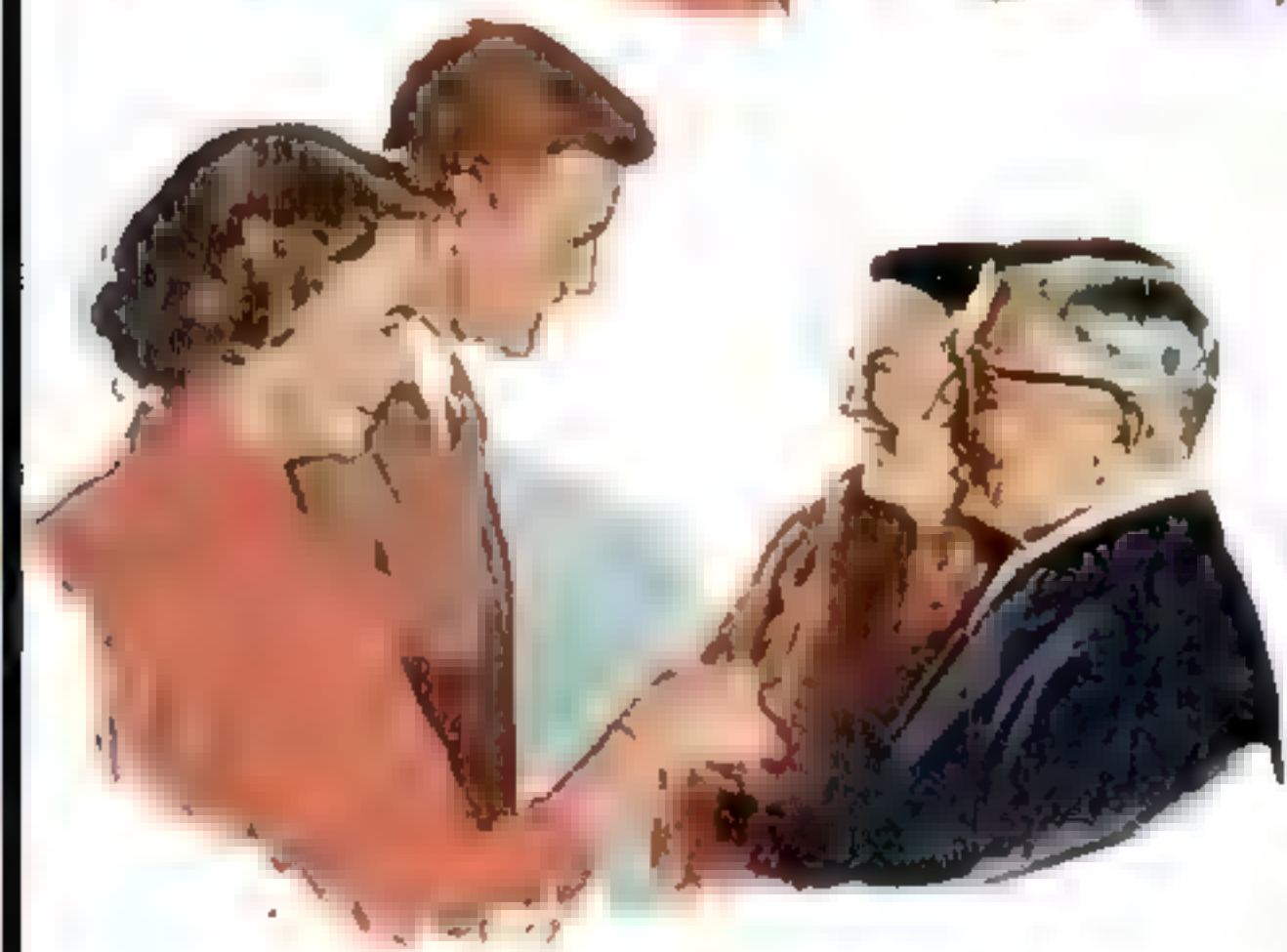


RESTING UP after victory, Olson reclines in dressing room before taking night plane from Chicago to San Francisco to have breakfast with his family.

"The Boss comes to Dinner"

by
Douglass Crockwell

Number 93 in the series, "Home Life in America"



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With fish, meat, poultry... for casseroles or desserts... there's no rice like Minute Rice. Look for the "quickie" recipes on the package—you'll love 'em!

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NEW LIGHT ON AVA

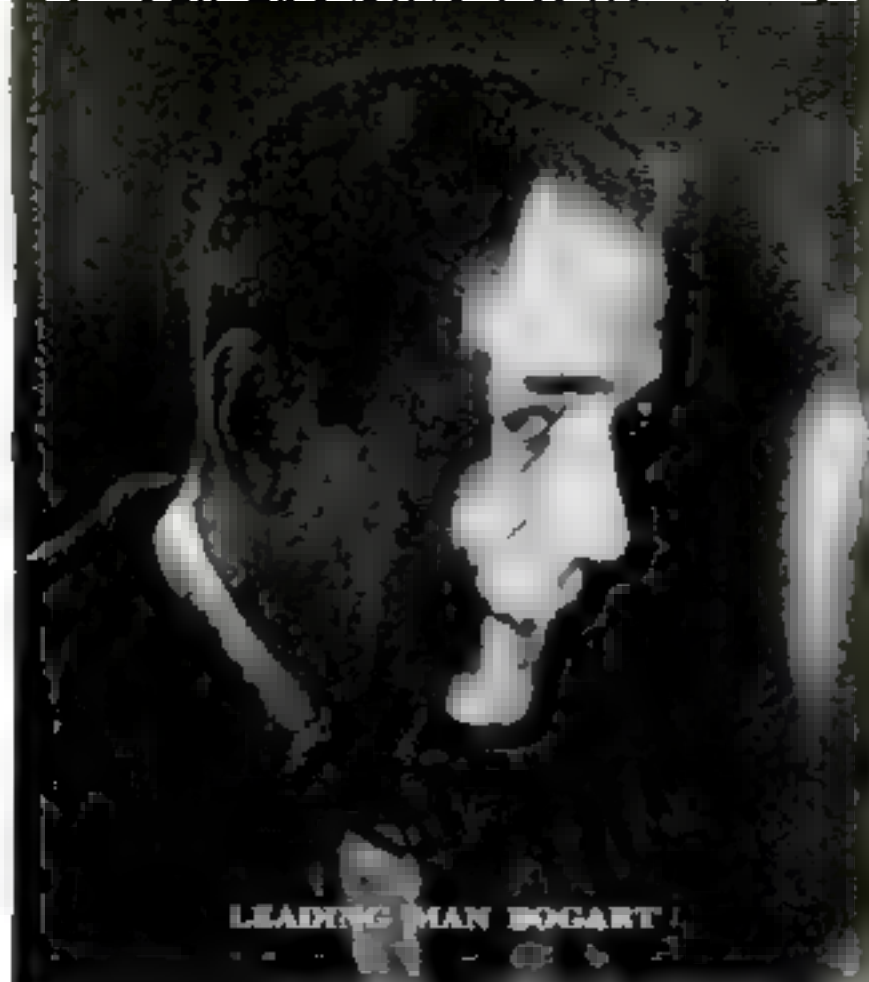
Pictures show a changed star at work in Rome

PHOTOGRAPHED FOR LIFE BY DAVID DOUGLAS DUNCAN

Lovely Actress Ava Gardner, a top star in her profession, was at the height of a hectically successful career of sultry, wisecracking, Harlowesque sexiness when she started work recently on a new film in Rome, *The Barefoot Contessa*. There *LIFE*'s David Duncan found and photographed this ebullient Hollywood-produced Gardner. But he also recorded a mature Gardner that Hollywood might not recognize—an increasingly skillful actress, who stands here grave and almost lonely, watching others who soon (*next page*) will be watching her.



WARDROBE MISTRESS



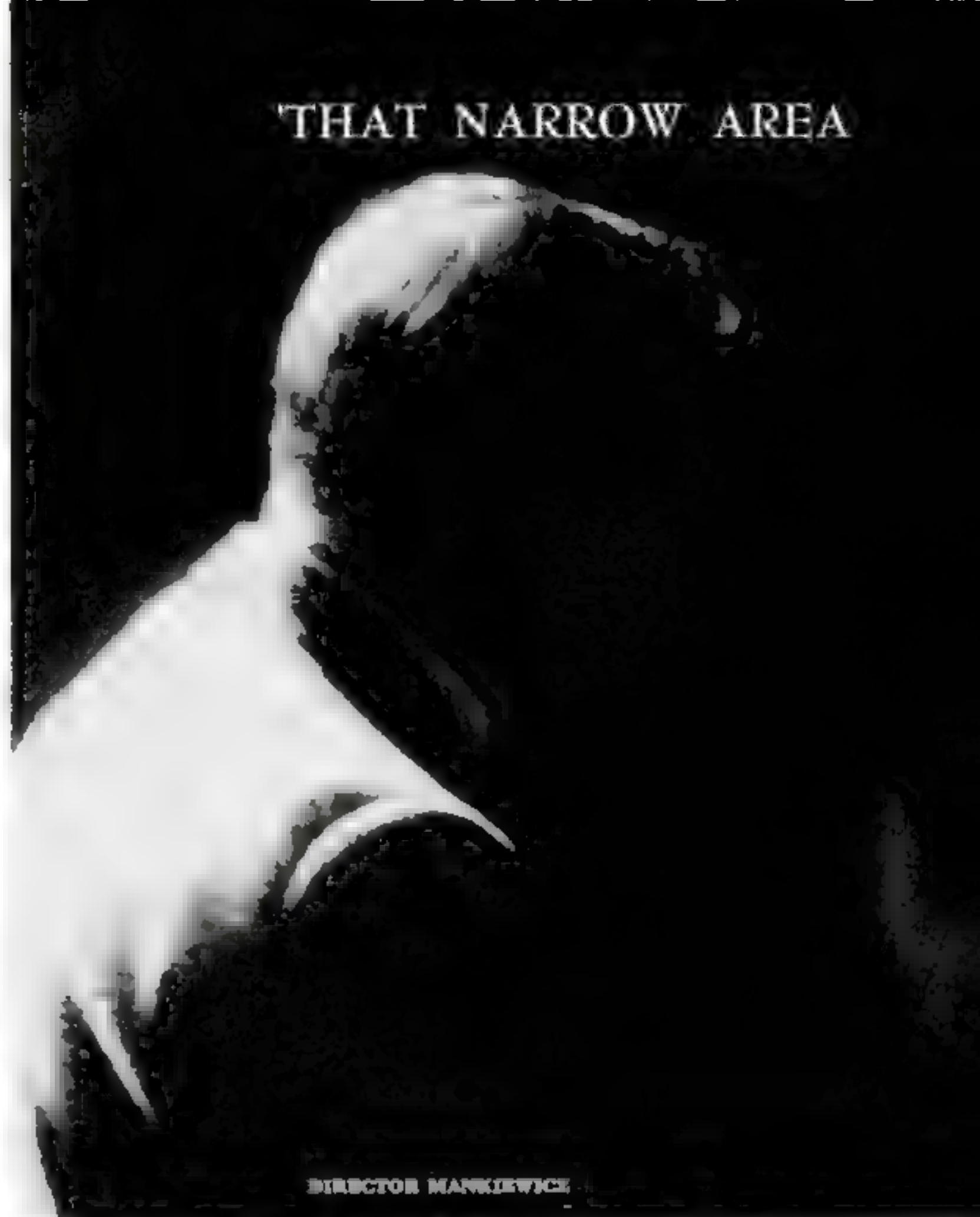
LEADING MAN BOGART



DIRECTOR'S ASSISTANT



BOOM OPERATOR



DIRECTOR MANKIEWICZ

THE FACES AROUND actress and director, at work on a scene, reflect rapt attention, an Italian

wardrobe mistress stares dreamily, a delighted "Bogey" smiles. Italian Assistant Director Piero Mus-

setta shushes for *silenzio*, and a pipe-smoking soundman cocks a professional ear. Miss Gardner, center

NO ROMAN HOLIDAY

Unfamiliar with movie unreality, crack War Photographer Duncan nevertheless felt right at home on the *Contessa* set. In the faces of actors and technicians "waiting in the narrow area of bounced light" (above) that surrounds a scene about to be shot, he felt he saw something comparable to the tension of men waiting in the front lines. He came to respect the atmosphere of incessant, professional hard work, stemming from the stars and from Producer Joseph L. Mankiewicz, who, doing the film for United Artists, wrote Ava a tailor-made script about an unknown Spanish dancer pushed to fame by a broken-down Hollywood director. Ava rose at 5 a.m., often stayed on the set until late evening, mingling a capacity for concentrated study with the ability to enjoy herself, whether in the overtime chores required of a star or in a time-off moment of sightseeing.

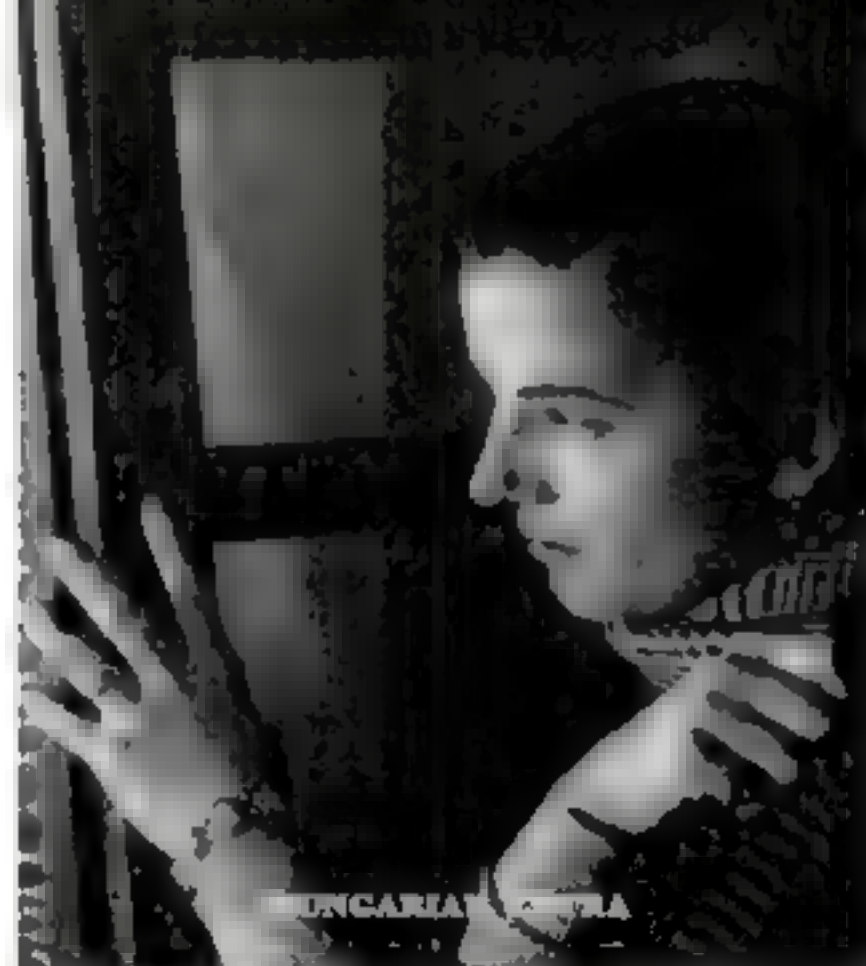
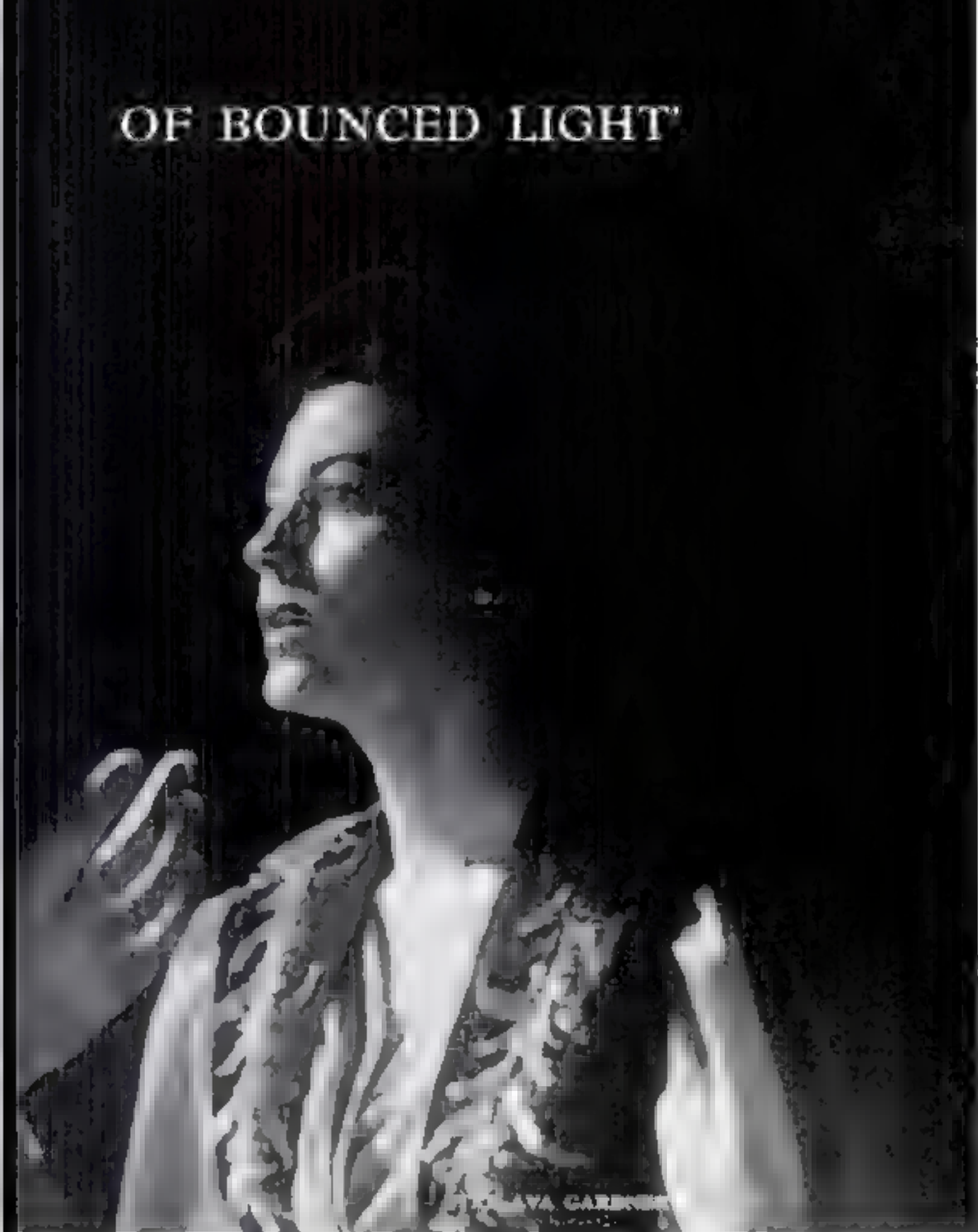


IN A RARE MOMENT OFF, away from studio where film is being made, Ava goes sightseeing with Italian driver who shows her fountain in Vatican piazza.



SPANISH LESSON in Ava's dressing room is an important job, since she must have authentic accent in film.

OF BOUNCED LIGHT



of the drama, gazes transfixed at Director-Producer-Writer Joe Mankiewicz as he explains the scene.

From other vantage points on the set, Hungarian Marika Roksy and British Barbara Shelley, both

extras, an intent stagehand and the Italian camera assistant required to be there by law all look on.



SCULPTURE SESSION at studio of Bulgarian artist Assen Peikov is also part of Ava's long work day, as the *Barefoot Contessa* script, like an earlier Gardner

one, *One Touch of Venus*, calls for a statue of her. Sculptor Peikov and Ava vowed each other with jokes during sittings that produced head of Ava (left).



CAROLINA CAKEWALK is practiced by a gag-loving Ava, who shows Alessandro Tassan, the *Contessa* production manager, how she's going to knock 'em dead.

AVA'S ROMAN PRANK

As a favor to Couturière Zoe Fontana, whose fashion house designed her 26 dresses for *Briefed Contessa*, Ava turned up one afternoon at a Fontana fashion show and, unannounced and deadpan, modeled a dress from the movie. As she walked down the salon following the mannequins, Madame Fontana's unsuspecting clientele at first couldn't believe their eyes. Then as she turned and floated, mimicking the other models prettily, they cheered her roundly. Ava, who loves to wear casual, un-dressy sweaters and skirts and is terrified at the thought of any kind of public appearance, cavorted boyishly backstage before and after the show, was utterly delighted when her first fashion parade turned out to be such a lark.



AN INTERNATIONAL HOOKUP by two Fontana Couturières prepares laughing model Ava Gardner for her first appearance in a fashion show in Rome.



AFTER THE SHOW Ava hops happily out of fancy dress, which at one point almost came unraveled. Gayety is partly from joyous relief that it is over.

A SPARKLING AVA, behind the scenes in her movie dress, is pleased as child over tooting some staid Romans.





AT UNIVERSITY OF ARKANSAS MIDYEAR GRADUATION IN 1951 PROFESSOR GEORGE HEWITT, SUPPOSEDLY FORMER RCA RESEARCH HEAD, SITS UNOBTUSIVELY

Marvin Hewitt, Ph(ony) D.

ONE day two years ago a man known to students of the New York State Maritime College as Dr. Clifford Berry picked a copy of *LIFE* off a newsstand and casually began leafing through it. This was the Jan. 28, 1952 issue and on page 79 Berry found a story that caught his attention immediately and sharply. Titled "The Master Impostor: An Incredible Tale," the story told how 30-year-old Ferdinand Demara Jr., without having graduated from high school, had been, in a succession of masquerades, an instructor of psychology, a Trappist monk, a U.S. soldier, deputy sheriff, hospital orderly, biologist and surgeon with the Canadian navy in Korean waters. Professor Berry bought the magazine, read the article and reread it. "I thought about Demara's case a long time," he says. "I was very interested by it."

He had reason to be. He was himself well along in a career which was presently to be called "one of the strangest academic hoaxes in history." Dr. Berry's real name was Marvin Harold Hewitt. Though, like Demara, he had not finished high school, he had taught relativity, theoretical physics, electrical engineering and a host of other abstruse courses with considerable success at seven different schools and universities. He had taught an eighth-grade class, briefly, using his own name but under false colors, had impersonated two actual doctors of philosophy in physics, one of them nationally known, and had masqueraded as a nonexistent research director. He had been unmasked twice, yet he went on to still another university, under still another physicist's name and taught there for a year before being detected—this time becoming a national page-one news story. Reading of Demara's career in 1952, Berry-Hewitt could smile, sympathetically but also condescendingly. His own career, the complete authenticated account of which is told here for the first time, is even more bizarre.

It began in Philadelphia where he was born 32 years ago, the son of a jovial and hearty police sergeant named Samuel Hewitt. One day when he was 10 Marvin wandered into a public library and chanced on a big red book entitled *Functions of a Complex Variable*. Without

understanding it, he dimly sensed the stark beauty of its advanced mathematical concepts. He returned to the library and other books on mathematics. After a while he began to understand them. He also began buying books on mathematics, physics and electronics. In his early teens Marvin built up a sizable library (picture, p. 146). He had a younger brother and sister, but no one in the family could understand him. His father particularly was rebuffed by the shy, solemn boy who preferred books to baseball. His playmates literally could not speak Marvin's language.

"I did not relate to other children," says Hewitt, who presently turned to reading psychology textbooks in an effort to understand himself and his differences with his father. "I was an isolate." When at 12 he came upon a popularized version of Einstein's theory, Marvin again was overwhelmed by mathematics and physics. "It gave me a synoptic perspective of my universe." One day, when he had to give a talk in school, Marvin discussed relativity. Class and teacher listened, utterly mystified.

Marvin was not much of a student. Schoolwork bored him and at 17 he quit high school without his diploma. A half dozen confused, deeply unhappy years followed. He yearned to go to college and study mathematics and physics. Instead, a husky, brawny boy who had once passed through a phase of body-building and weight-lifting, he obtained a succession of heavy-labor jobs in factories and freight yards. A Philadelphia newspaper held contests offering cash prizes for the best solution to social dilemmas. Marvin entered and won a dozen checks. He explains, "I suddenly grew cognizant that in addition to having mathematical ability I was a high verbal type."

When World War II broke out and the Army rejected him, he got a civilian job with the Signal Corps. "It was boring as aitch," says Hewitt, who does not use profanity, liquor, tobacco or coffee but has a weakness for candy bars. He was working as a warehouseman when one day he scanned the want ads and read of a new military school in



(ARROW) WITH OTHER MEMBERS OF FACULTY



ACTUALLY HE IS DEGREELESS MARVIN HEWITT, SHOWN AT A BORROWED BLACKBOARD LAST WEEK

AN EIGHT-ROLE IMPOSTOR REVEALS FOR FIRST TIME HOW HE BROUGHT OFF A GIGANTIC ACADEMIC HOAX

by HERBERT BREAN

need of an eighth-grade teacher. Hewitt today cannot account very intelligently for what happened next; apparently he felt an overwhelming desire to teach. He answered the advertisement, describing himself as Marvin Hewitt, Temple University undergraduate. He got a job teaching eighth-grade arithmetic, geography and history.

Through the magic door

ON his first day as teacher, facing the class, he felt nervous and uncertain as to how he could control the mischievous boys. Then he found himself being looked up to, and his personality unfolded like a bud in the spring sun. Nervousness ended. Thus at 23 Hewitt walked through a magic door from a dark world of hopelessness and frustration into the bright sunshine of power and prestige. For the first time in his life Hewitt felt confident and at home.

Camp Hill Military Academy folded at the end of the spring term, but Hewitt was content. He had undergone a rewarding experience; he had become Instructor Marvin Hewitt. And why need he stop there?

Hewitt returned to the library. But this time, in addition to seeking out volumes on quantum mechanics, he studied college catalogs, with their brief biographies of faculty members. He selected a name he liked and boldly used it in applying for a summer job as aerodynamicist at an aircraft factory. Aerodynamics, the study of airflow over an object's surfaces, is almost all complex mathematics, and Hewitt had no trouble getting or holding the job. But he had chosen the name of a man so prominent that after a month he knew he could not escape discovery. He quit and went back to the library.

That summer, devoting himself to study, Hewitt developed theoretically the concept of the tiring of light as well as a new approach to cosmology which derived space out of time (Einstein accepted space and time as separate basic entities). The light-tiring concept has been advanced by other scientists and Hewitt does not claim he

arrived at it first or is entitled to any credit for it. But he does claim he arrived at the idea independently, without knowledge of the work done by others.

That same summer he met a girl friend of his brother Edward, a tall, grave, dark-eyed girl named Estelle. Soon it was he and not Edward who was taking Estelle out.

Toward the end of the summer Hewitt called nearby colleges, asking if they needed a physics teacher. When he called the Philadelphia College of Pharmacy and Science, Professor Robert N. Jones, acting head of the physics department, asked, "Who is calling?" "Julius Ashkin of Columbia," replied Hewitt confidently. It was a name he had found in a Columbia University catalog and he liked the sound of it. The real Ashkin was about his age, had had a promising career at Los Alamos and the Argonne National Laboratory and was about to start teaching at the University of Rochester. As Ashkin, Hewitt was hired as a part-time instructor at the same \$1,750 a year he had received for teaching grammar school students. "Did they take advantage of me!" he remarks.

The pharmacy college then had less than 300 students and Hewitt taught calculus, college algebra and trigonometry. If his experience at the military school had been a warm encouragement, teaching at the College of Pharmacy was a sharp pleasure. The very college students he once envied now listened to him with envious respect as he demonstrated his flair for mathematics by doing calculus in his head. That wide-eyed admiration was heady wine.

Hewitt realized he ought to know something of Ashkin's past; this led him to the discovery that he could write to a university and for one dollar have a transcript of anyone's academic record mailed to him wherever he asked. Knowing the details of Ashkin's academic life gave Hewitt confidence.

He needed it. Among other things he had to supervise laboratory work in physics, and he had had no laboratory experience at all. He

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OVERFLOW OF BOOKS bought by Hewitt through the years floods bedroom and hall of his Philadelphia home.

ACADEMIC HOAX CONTINUED

managed to bluff his way through. Teaching itself never caused Hewitt trouble, then or later. "Intellectually, it was like clerking," he says. "They gave me a copy of the textbook to be used and told me how much I was to cover during a semester. I mapped it out by lessons and just tried to cover each lesson in a clear manner." For a man who had spent part of the summer pondering a modification of Einstein's theory, algebra presented no difficulty.

When the departmental examinations were given, his classes scored as well as other teachers'.



AT 3 Marvin was already a cheerful, bright-eyed though slightly droopy-drawered boy.

But he had some close shaves in his masquerade. On the street one day with Estelle's father he met one of his students. "Hello, Doctor Ashkin," the boy called out. Hewitt, terrified, walked past without a glance, but he felt the puzzled eyes of both student and future father-in-law on him. One day he and Estelle were in the public library when he suddenly met another pharmacy school faculty member. Hewitt waited with bated breath for the other man to address him as Ashkin. In five minutes' conversation the man never called him by name. Occasionally students (with whom Hewitt always got along well) came to the house and asked for "Doctor Ashkin." Hewitt herded them inside as quickly as possible so they would not be overheard

by neighbors, then got rid of them fast. (Only his mother knew he was working under the name of Ashkin.)

One day toward the end of the school year "Doctor Ashkin" sent word that there had been a death in the family and he would be absent from classes for several days. Later he confided to fellow faculty members that actually he had eloped. That was a lie. There had indeed been a death in the family. His father and another officer had both been shot and killed by a car thief and for several days the home and family of the hero police sergeant were besieged by photographers and reporters. Hewitt lived through a double torment: of sorrow over his father and of fear that his picture might be taken and his second identity disclosed. He evaded the photographers successfully.

By spring Hewitt was eager to get out of Philadelphia where exposure threatened on every street corner. He also wanted the salary to which he felt Julius Ashkin, or a reasonable facsimile,

CONTINUED ON PAGE 148

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ACADEMIC HOAX CONTINUED

was entitled. He began writing distant colleges. Dr. Charles R. Sattgast, president of Bemidji State Teachers College in Minnesota, replied and Hewitt sent him a copy of Ashkin's transcript (He had had photostats made). Growing in technique, he threw in the "Christie Engineering Company" of Philadelphia as a reference after first getting letterheads printed in that name. Then, as Robert Christie, proprietor of a small engineering concern, he engaged a secretarial service to take care of his mail and messages. In due time the Christie Engineering Company received an inquiry from Dr. Sattgast as to the qualifications of their physicist, Julius Ashkin. Hewitt sent back a glowing testimonial for Ashkin and signed it Robert Christie. He got the job, and at \$4,000 a year.

He told Estelle that he had a job in Minnesota but that he had taken some degrees in someone else's name and thus must teach under that name. He also told her that he wanted to marry her. Estelle had just graduated from high school; before the summer was over they married and went to Chicago on a honeymoon from which they continued on up to Bemidji. For Hewitt those day-coach trips were wonderful. A city boy whose past had been bound by the grimy streets of lower-middle-class Philadelphia, they gave him the first sense of the bigness and beauty of the U.S. Beside him was the girl he loved; ahead of him stretched a bright future, even though, technically speaking, it was someone else's.

At Bemidji, a placid little college in the heart of Minnesota's hunting and fishing country Hewitt was the only physicist in the department and felt safe. He taught 16 hours a week in painfully simple subjects, analytical and solid geometry, college algebra and physics. Occasionally he appeared as speaker at town group meetings, talking about atomic energy or the atom bomb. He bought a car and began to enjoy life.

There were minor vexations. Sattgast had attended Columbia, so as a fellow Columbian Hewitt-Ashkin had to bone up on the faculty, campus and surrounding streets on Morningside Heights. Again, Estelle's folks wanted very much to drive up and visit the newlyweds. Hewitt, after nervously pondering the considerable risk in so small a town, had dared to rent a post office box under his own name so Estelle's unsuspecting family could write her as Mrs. Hewitt, but he had to beg his wife to stall off their visit until the academic year would end.

College students bore him

TEACHING undergraduates soon began to bore him, and he wanted to get into a university where he could associate with minds he regarded as more equal to his own. In gauging the magnitude of Hewitt's achievement it is important to differentiate between Hewitt, the mere masquerader, and Hewitt, the able, possibly brilliant, theoretical physicist. Hewitt misrepresented himself to get a job teaching because there seemed no other way and, to him, teaching was the fulfillment of his whole existence ("I have a compulsion to teach"). But once he had obtained the job Hewitt performed honorably and well. He could do that because he knew his subject, especially in its most advanced aspects. Nuclear physics and associated fields are not areas in which it is possible for an impostor, even briefly, to parrot something learned by rote (like memorizing a Latin conjugation) or to get by on vague generalities (such as "interpreting" Browning's poetry). Hewitt, as time went on, worked and discussed top-level physics with veterans in the field. He experienced occasional agonies that his hoax might be discovered. But he never doubted his ability to hold his own intellectually with anyone, including Einstein, whom he once sought to meet on a vacation trip to Princeton.

That spring Hewitt got out his Christie letterheads and began writing universities. When he received an encouraging reply from Dr. Alfred H. Weber of the physics department of St. Louis University, Hewitt underwent an ecstasy of terror and hope. Unfortunately the real Ashkin was making a name for himself ("I gather that he is one of the best nuclear physicists in the country," says Hewitt with understandable complacency) and about the time Weber asked Hewitt to come down to St. Louis as Ashkin the real Ashkin published a noteworthy paper in the *Physical Review* which naturally listed him as a member of the faculty of the University of Rochester. Weber asked for a personal interview and Hewitt, alarmed that he might have noticed the Rochester reference, declined on the ground that he could not get away. Finally he was hired by mail, at a pleasant \$4,500 a year, plus several hundred dollars more for teaching a summer-school course.

To Hewitt, teaching at St. Louis University was enormously satisfying from what could loosely be described as the professional point of view. "We offered the Ph.D. degree there," says

CONTINUED ON PAGE 130

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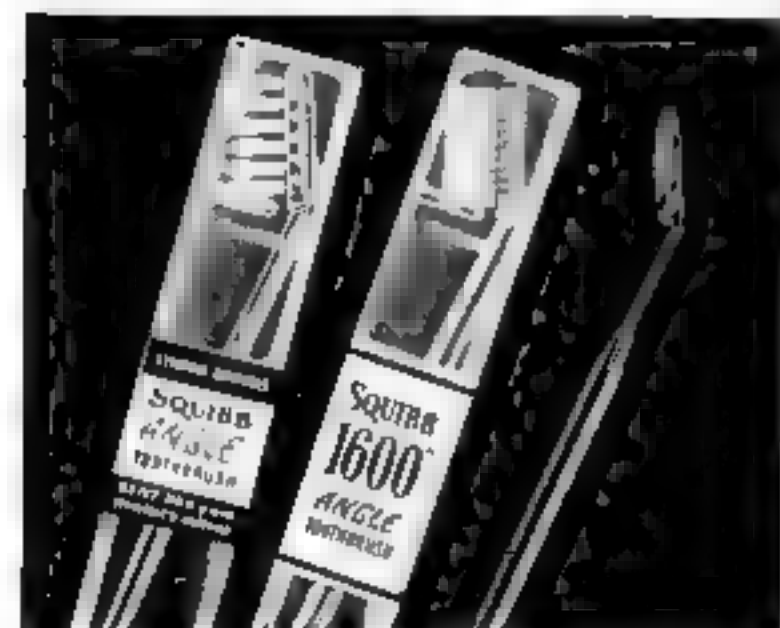
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FIRST IMPERSONATION by Hewitt was assuming identity of Julius Ashkin (right), a brilliant young physicist, which got him job at pharmacy college. Certificates of Ashkin's degrees from Columbia eased any suspicions.

ACADEMIC HOAX CONTINUED

he with pride. He taught only 10 hours a week, mainly graduate courses, and gave courses in nuclear physics, statistical mechanics, thermodynamics and tensor analysis, part of the mathematical basis of the theory of relativity. His students liked him, although a few complained his material did not seem very well organized, and his colleagues respected him, although they occasionally noticed odd gaps in his knowledge of the most basic physics. But these aberrations, as well as his inability to drive his car skillfully and a juvenile enthusiasm for science fiction, were readily excused. Theoretical physicists are a breed apart, more at home in the fourth dimension than on a four-lane highway, and "Ashkin's" occasional vagueness surprised no one.

Of course there were narrow escapes. Another professor at St. Louis went occasionally to the Argonne National Laboratory at Chicago to do research work. Once he returned and told Hewitt that he had run into an old friend of his—a man who had worked with Ashkin at Los Alamos. Hewitt broke into a cold sweat over what might come out next. But nothing damaging did; Ashkin's friend had merely asked about him. Thereafter, every time the other professor journeyed to Argonne, Hewitt quietly died. Other conversations with the friend of Ashkin were reported to him, but never once did they contain a reference to personal appearance, Rochester or anything else that might have given him away.

Washington University, also in St. Louis, was a focal point for informal meetings of local and visiting physicists. Hewitt attended several, sitting anonymously in the audience and listening with interest to addresses and discussions—until he discovered to his horror that those present often included men who knew Julius Ashkin well. He never went back.

In the summer Hewitt, who made it a practice to watch the scientific journals for papers by the unpredictable Ashkin, discovered another one in the *Physical Review*, again listing Ashkin as at the University of Rochester. With all the casualness he could muster, Hewitt went to Weber and remarked that it mentioned Rochester because that was where he had done the work on which it was based, a normal academic courtesy. He had no satisfactory explanation for why he had not observed another academic convention: that of naming, under an asterisk, the institution where the author is currently at work.

Close call

TOWARD the end of the year, fearful of staying longer at St. Louis even though he was about to get an associate professorship, Hewitt once more began writing other universities. Soon he received a cordial invitation from the University of Utah. This was a high-water mark in his career. Utah unrolled its red carpet for brilliant young Julius Ashkin. He was met at the Salt Lake City airport, provided with a room in the city's best hotel, interviewed deferentially by the president of the university, entertained and driven about the city. Utah liked Ashkin and checked his references with a view to hiring him. In the secrecy of his hotel room Hewitt waited trembling for exposure. "They can't miss nailing me now," he quavered. They did, though. They called Los Alamos, Argonne and Columbia, and all agreed that Julius Ashkin was an adornment to any faculty. They did not call Rochester, where a duplicate Ashkin would instantly have been detected.

When they talked about money before he returned to St. Louis, Hewitt demanded a salary commensurate with his dignity. A few

CONTINUED ON PAGE 151

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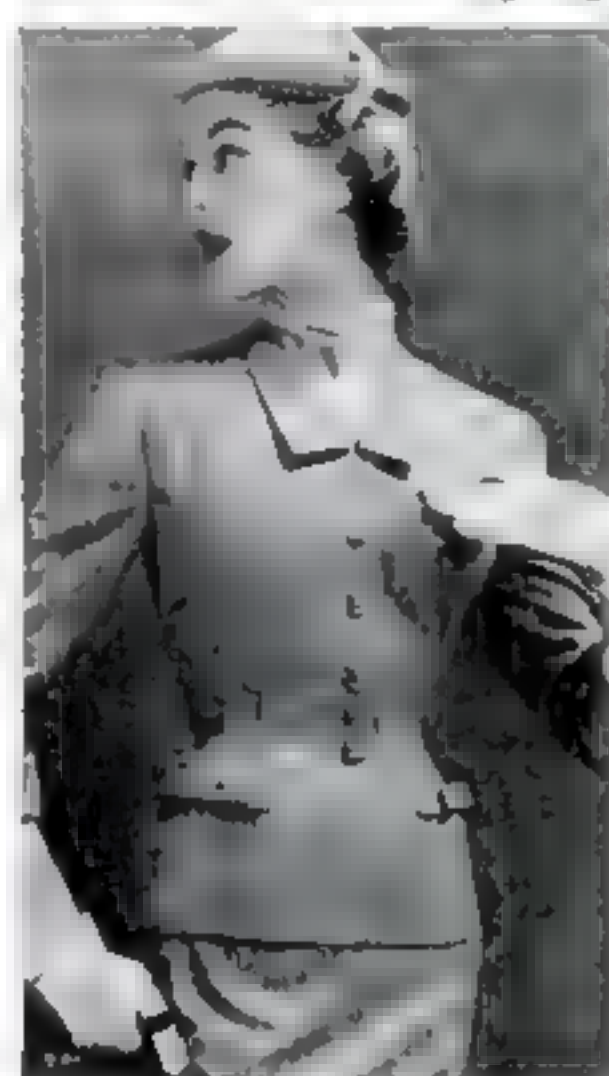
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days later Utah telegraphed it would pay him \$5,800 a year, and, since this was higher than the university's scale for associate professor, a title which Hewitt expected, it would make him a full professor. Hewitt accepted. In a year he had moved from assistant to full professor, a promotion which normally takes 10 years. At Rochester the genuine Ashkin was still a mere assistant professor.

But back at St. Louis, saying his goodbys (and covering his trail by telling everyone he was going to General Electric at \$10,000 a year), Hewitt learned one cost of masquerading. He had made some warm friends at St. Louis. Now, shaking hands, he knew that sooner or later they must discover the man they knew and respected was an impostor. He was saying goodbye forever, a bitter knowledge that he could not share with anyone.

At Salt Lake City, Hewitt's remarkable luck became fantastic. In checking on him the university was assured by a dean at Columbia that there had actually been two Ashkins there, one of whom was somewhere in the Midwest. If Hewitt needed anything to insure him against discovery by a chance remark, that seemed to be it. He taught a mere six hours a week and graduate students only. But one uneasy thing happened. Hewitt and Professor Leon B. Linford, head of the physics department, went down into a basement office one day to see about an office for the newcomer. "Give Doctor Ashkin a nice office," Linford directed a girl clerk good-humoredly. "Dr. Ashkin," she cried. "Why, don't you remember me?" Hewitt broke out in a cold sweat. He mumbled something and maintained his bearing for he had long since learned the value of playing a bluff out to its very end. "I was a secretary in the optics school at Rochester," the girl went on. "I often talked to you on the telephone." "Oh, yes, of course," he said. But as they left he saw the girl staring at him.

When nothing further happened, he dismissed it from his mind. Then a couple of weeks later he received a letter addressed to "Dr. Julius Ashkin (?)."

The envelope bore the insignia of the University of Rochester. Hewitt almost fainted.

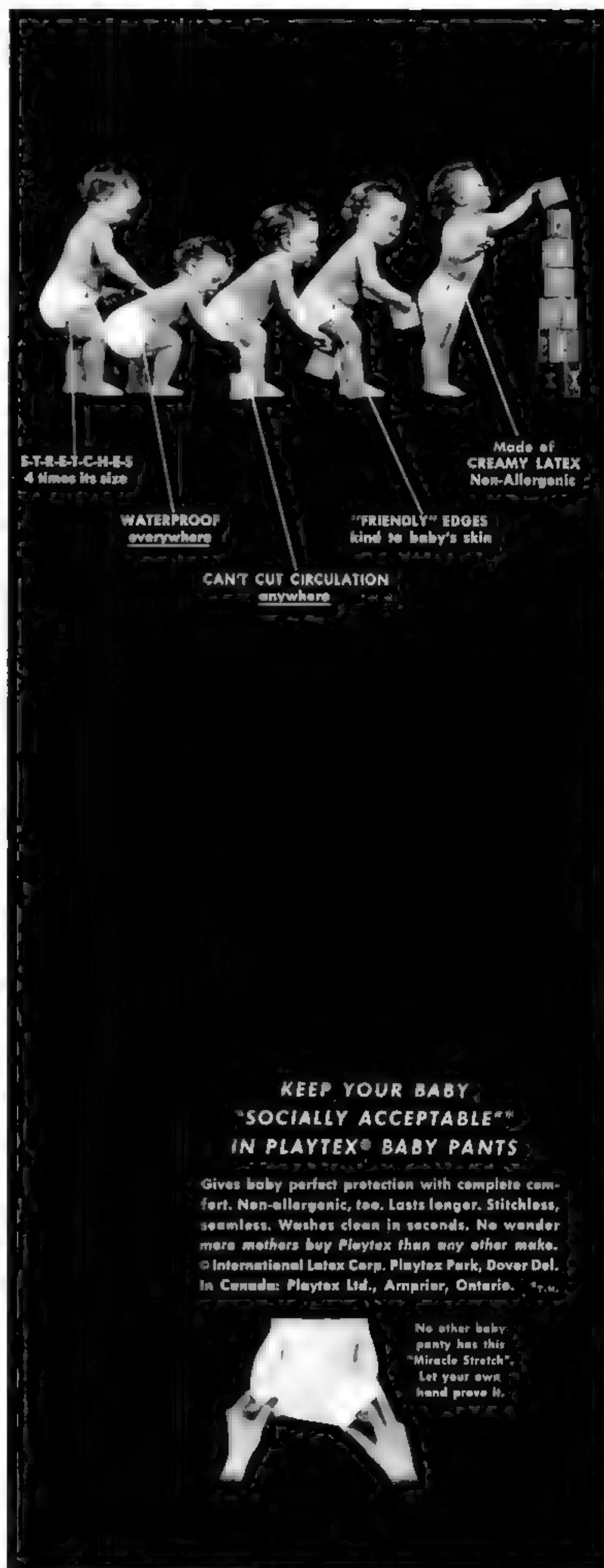
First unmasking

IT was a letter from the real Julius Ashkin. He wrote that, weird as it seemed, he had learned that someone was impersonating him at other universities. Besides requesting that the masquerade stop, he wrote, "Let me assume that you are versed in theoretical physics and that you are fundamentally a decent man. I should then be willing to help you to relieve yourself of what must have become an almost unbearable burden. It is on these assumptions that I have decided not to take any immediate steps to notify any university officials."

But despite Ashkin's marvelous gentleness the sky had fallen in on Hewitt. There followed several days of panic. Then he was summoned to the office of University President A. Ray Olpin and there told that the university had information he was an impostor. At first Hewitt denied that with spirit. They showed him a letter of proof; Hewitt was so shaken he does not know to this day who wrote it (It was from a Rochester faculty member). Finally, pale and trembling, he muttered, "Let me have a minute . . . this is important . . . I must think." Then he looked up at Olpin. "My name is really Hewitt," he said. "Marvin Hewitt. I come from Philadelphia." It seemed incredible, even to himself. He really was only Marvin Hewitt. Then he began the long story: "I was a very precocious child . . ." and as he did, he once again became the graceless, misunderstood youngster of Olney High School. Hewitt could have wept.

The affair was kept quiet out of respect and pity for him, rather than of fear of ridicule for the university; the few faculty members who learned of it chuckled at how they had been hoodwinked. Since impersonation of a nuclear physicist could conceivably involve national security, Hewitt was asked to stay in Salt Lake City until he was cleared by the FBI. That took 10 days during which the Utah faculty generously drew up and offered him his choice of two humane plans. Either he could stay on at Utah as a research fellow and legitimately (and probably quickly) earn the degrees he had usurped or, if that embarrassed him, he could transfer to another university and get his degrees there. But Hewitt was in no condition to weigh such things, just as he had no clear idea as to how he had been detected. His luck had simply run out; in the space of a month a number of people both at Utah and Rochester had suddenly noticed and questioned discrepancies in letters and conversations about the work and whereabouts of Julius Ashkin. Even Weber back at St. Louis had started a belated investigation into who it was that had taught physics there.

CONTINUED ON NEXT PAGE



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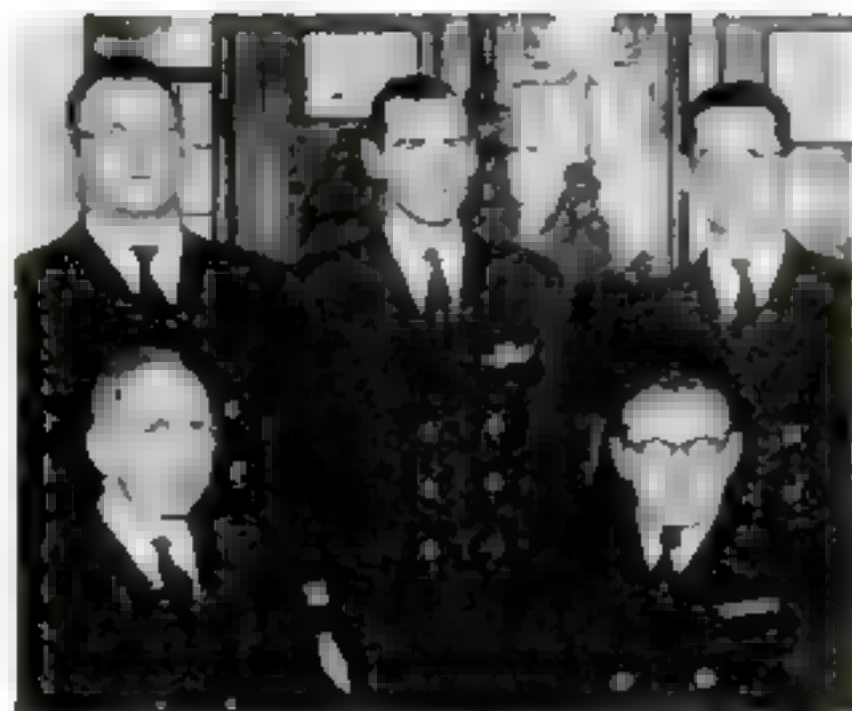


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IN UNIFORM Hewitt was photographed (top left) with faculty of New York State Maritime College. He was impersonating Physicist Clifford Berry (right).



ACADEMIC HOAX CONTINUED

But all Hewitt knew was that the magic door had suddenly slammed on him with an iron clang, leaving him outside. Once the FBI had okayed him, Hewitt could not get out of town fast enough. He slunk back to Philadelphia and his mother's, a beaten man.

One of the friends Hewitt had made at Utah was Richard Thomas, a young astrophysicist. Thomas subsequently wrote Harlow Shapley, the world-famous Harvard astronomer, about Hewitt. Shapley became interested in Hewitt's curious attainments, met him at the Century Club in New York, explored his intellect and then began arranging a meeting between him and J. Robert Oppenheimer, Director of the Institute of Advanced Study at Princeton. That had been Hewitt's mecca for years. But Hewitt, haunted by the thought of public exposure and unaware of the direction of Shapley's efforts in his behalf, presently begged Shapley not to proceed in the matter and settled down to a life of private ignominy in Philadelphia, supported by his and Estelle's families.

It took Hewitt months to recuperate. But by the spring of 1950 he was sufficiently recovered to contemplate teaching and to consider what other subjects besides physics he might enter. There was psychology—"But where was the challenge?" asks Hewitt. "Virtually all psychology is intuitively evident." He finally settled on electrical engineering, a subject in which he already had some knowledge and knew he could master—enough to teach undergraduates at least—in a month's reading. He wrote a teacher's placement agency in the South that George Hewitt, D.Sc., Johns Hopkins graduate and formerly research director for the Radio Corporation of America, was available. Hewitt himself is as awed as anyone at his boldness. "Oh boy, I can't believe it," he giggles. "It's incredible." As a reference Hewitt gave the name of a nonexistent vice president of RCA and also supplied an address for him in Camden, N.J., where some RCA offices are indeed located. The address was that of a secretarial service where, as before, Hewitt had arranged for mail handling under the name of the RCA official. A few weeks later he was hired by mail and telephone to teach electrical engineering at the University of Arkansas College of Engineering. Dean George F. Branigan said that all they could pay was \$4,500, but Hewitt, already neck-deep in the role of successful corporation executive, assured him it was the stimulation of academic life he wanted and not mere money. Soon after, accompanied by the philosophic Estelle, he set out for Fayetteville. The magic door again stood open.

In some respects it was more inviting than ever. Of course, there were the usual alarms. On his arrival he discovered that one of his students had attended St. Louis University. But the boy had not been there when "Ashkin" was. It was also the custom in Fayetteville for all new faculty members to be introduced to the town's Rotary Club at a lunch; as his new name and record were read out Hewitt rose, wondering whether the dining room contained students or faculty members from the previous five schools. It did not.

The name he hated

IN Fayetteville he had one really hair-raising experience. Hewitt always lived his parts avidly and had an odd sensitivity to the names he adopted. He had liked Ashkin's; he came to hate "George." One day he was thumbing through magazines in a drugstore waiting for a psychology teacher whom he knew when the psychologist called him by his first name. Hewitt did not notice. The psychologist continued calling—"George! George! GEORGE!"—louder and louder as he walked toward Hewitt. It was not until he was

CONTINUED ON PAGE 157

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shouting in Hewitt's ear that Hewitt recognized his *nom d'école* and responded. But he realized that to a psychologist especially that had been a dangerously revealing slip.

Later on when the psychologist and his wife were visiting the Hewitts, the wife asked if she could see Estelle's wardrobe. Hewitt is not sure whether this was sly detective work or mere feminine curiosity about a former big executive's wife. In any case Estelle had to show the visitor her modest closetful of frocks.

Their double life was difficult for Estelle. "There was always tension," she says now, even though she was well liked in the small, often jealous worlds of faculty society. Occasionally she urged her husband to figure a way out of his nightmarish dilemma. For the rest, she respected the strange mixture of his personality and devoted herself to music and to their home.

Life in Fayetteville offered Hewitt one golden attraction. He was using a name which, if not quite his own, had not been borrowed from anyone else and under which he could therefore publish scientific papers. Hewitt leaped into a frenzy of scholarly activity. For a regional engineering society he prepared and read a paper, "The Orthogonality Property in Microwave Transmission," although he felt no more than three of the members understood it. He presented another on "The Theory of the Electron" at a meeting of the Arkansas Academy of Science, although too weary that day to read a second he had prepared, "Measure Preserving Transformations in the Spinor and Tensor Calculus." He worked on two research projects, learned by midyear that he was going to become a father, and concluded that he could become a national figure in electrical engineering in three years.

Then in spring an RCA talent scout, seeking likely young electrical engineers, visited Arkansas and talked to Dean Branigan. "RCA, eh?" said Branigan. "Oh, yes. We have your former research director here, you know. George Hewitt." "Who," asked the RCA man, "is George Hewitt?"

Hewitt was drummed out of the faculty and also became the father of twins within a few weeks. Once again he made the painful retreat to Philadelphia. But with two small sons to win bread for, he could not afford to brood. After again considering other fields he reverted to physics and began studying college catalogs and *American Men of Science*, the who's who of U.S. scientific achievement. He picked on Clifford Berry, an Iowa State University Ph.D. now in industry on the West Coast. Armed with a name he liked ("Cliff" especially appealed to him) Hewitt began calling schools in the East. The New York State Maritime College in New York City's Bronx needed someone to teach second- and third-year physics and calculus, and Cliff was quickly hired at \$4,000 a year after submitting the usual homemade references. He established Estelle and the twins in a small apartment under his own name in Hempstead, which is on Long Island, a safe distance from the Bronx.

The lesson

THIS may be as good a place as any to point out that the ease with which Hewitt obtained these jobs fills him with indignation. The unquestioning acceptance of a transcript and careless checking of references is, in his fairly expert opinion, a universal weakness throughout the U.S. higher educational system. When he considers what might have happened to a great many people had he made medicine or surgery his field, he shudders. He earnestly advises university authorities to check photographs and academic records of job applicants directly with the schools involved.

At the Maritime College history repeated itself with one difference. That was that Hewitt, like the rest of the faculty, wore a species of Navy officer's uniform, with the result that today he is under the vague impression that he served a hitch in the New York State Navy. He taught with fair success, although as elsewhere there were complaints that Hewitt talked over the students' heads. (By now he was completely bored by the ordinary college subject matter.) He also established a reputation for being unusually absent-minded, even for a professor. Hewitt one day appeared at school wearing his lieutenant's navy blue uniform and brown shoes. A shocked friend lent him his own black oxfords before he went into the dean's office. Hewitt gratefully put on the black shoes, saw the dean, then walked out of the building in the borrowed shoes, leaving his friend in stocking feet.

His boredom with undergraduate teaching grew. He made a list of the industrial jobs he felt he could fill. They included jet plane or guided-missile dynamicist, nuclear physicist worker in solid-state physics (valuable in transistor manufacture), optical-instrument designer, specialist in pulse circuits (a radar basic) and specialist in microwave or television antennae design.

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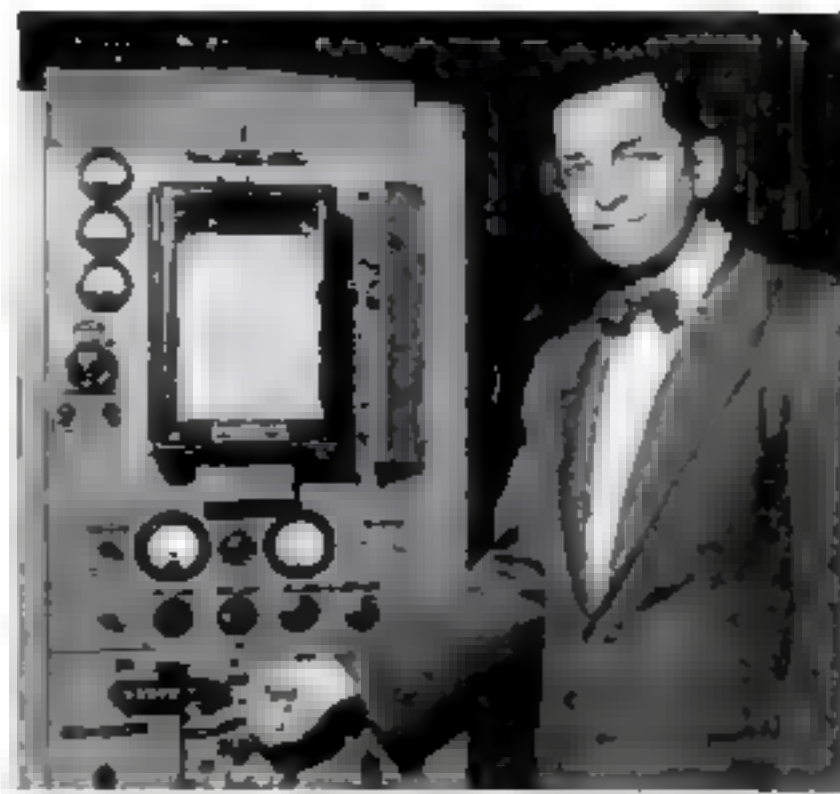
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LAST ROLE was that of Dr. Kenneth Yates, whose name Hewitt took when he was at University of New Hampshire. Yates, shown at right with an infrared spectrometer at the Pure Oil Company laboratories where he is now employed, had a Ph.D. from Ohio State. This made things ticklish for impersonator Hewitt when another New Hampshire teacher, who had been at Ohio State, asked him about incidents and teachers at Columbus.



ACADEMIC HOAX CONTINUED

The list so impressed Hewitt that he resigned his job at the Maritime College and began a campaign to crash technical industry. He received a stunning surprise. Industry was far tougher than teaching to crash. Most of the fields in which he wanted to work were highly classified and thus required security clearance. This involved birth certificates, fingerprints, photographs and other unreasonable demands. Hewitt knew he could not face that kind of investigation. Besides, the questionnaire carried a warning that misrepresentation would subject the applicant to penalties.

After spending some months trying to find a large legitimate company that might be fooled by a letter from the Christie Engineering Company, Hewitt gave up and became Kenneth P. Yates, an Ohio State University Ph.D. in physics. In January 1953 he obtained a midyear appointment to teach at the University of New Hampshire in Durham at \$4,500 a year. Estelle, who stayed behind in Hempstead, had another boy after he went to Durham.

But now Hewitt discovered an alarming difference in himself. During the semester one of the students in the math department revealed that he planned to go to Columbus that summer and do graduate work at Ohio State. He thus could not help learning about the real Yates and his whereabouts. Exposure threatened again for Hewitt. The trouble was, Hewitt didn't care.

He suddenly realized that over the long years he had only been walking up a blind alley. After teaching a summer term at Durham he learned the student who had gone to Columbus would not return to New Hampshire. He was safe, but there was scant joy in it. Sooner or later his luck must run out and, as the fall term advanced, the delicate instincts of the hunted told Hewitt that the time was at hand.

The trap is set

ONE of the young men in both his theoretical physics and relativity seminars was a student named Wayne Overman. Overman was a graduate of the University of Virginia, where he had majored in physics. To Hewitt, Overman was a less than satisfactory student and he told both Overman and Dr. Frederic A. Scott, head of the physics department, as much. To Overman, Hewitt on the other hand was a less than satisfactory teacher with odd lapses in his knowledge, e.g., he seemed unfamiliar with certain German words, although a knowledge of German is required in advanced physics. As time passed Hewitt felt Overman was watching him suspiciously. In class Overman began asking pointed questions. "A month before the midyear holiday I was sure he was up to something," says Hewitt.

But, with the stubbornness born of lost hope and fatigue, he refused to run. Indeed he decided to bring Estelle and the boys up to Durham at midyear and to live there in what peace he could find until he was again found out. "I realized that I was functioning in a rather rigid manner," says Hewitt, "and that it was reducing my survival chances."

Overman had simply looked up Yates in *American Men of Science*, found that Yates was an Ohio State Ph.D. and recalled that a dictionary knowledge of German is required from doctors of philosophy in physics. The reference book also said he was working near Chicago for an oil company. But for a month he kept this knowledge to himself.

Meanwhile for Hewitt this cold war had also come to a climax. He felt he could not pass Overman in either course, especially after reading his final examination papers, yet he wondered whether



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breath is the bacterial fermentation of proteins which are always present in the mouth. *And research shows that your breath stays sweeter longer, depending upon the degree to which you reduce germs in the mouth.*

**Listerine Clinically Proved
Four Times Better Than Tooth Paste**

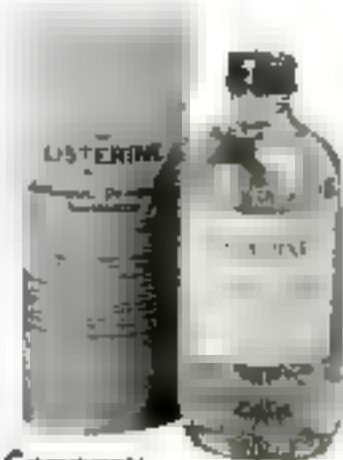
No tooth paste, of course, is antiseptic. Chlorophyll does not kill germs—but Listerine kills bacteria by millions, gives you lasting antiseptic protection against bad breath.

Is it any wonder Listerine Antiseptic in recent clinical tests averaged at least four times more effective in stopping bad breath odors than the chlorophyll products or tooth pastes it was tested against? With proof like this, it's easy to see why Listerine belongs in your home. Every morning . . . every night . . . before every date, make it a habit to always gargle Listerine, the most widely used antiseptic in the world.

LISTERINE ANTISEPTIC STOPS BAD BREATH
4 times better than any tooth paste

Every week 2 different shows, Radio & Television—"THE ADVENTURES OF OZZIE & HARRIET" See your paper for times and stations

A Product of
The Lambert Company

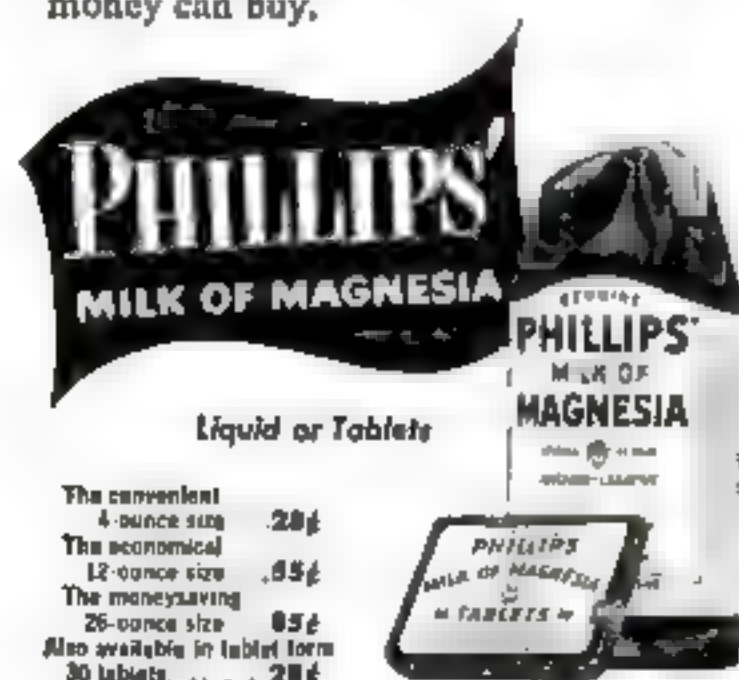


My Constipation worries are over!



Milk of Magnesia provides better relief—more complete relief

than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves both conditions. Two to four tablespoonfuls taken at bedtime work leisurely—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.



The convenient 4-ounce size .28¢
The economical 12-ounce size .95¢
The money-saving 26-ounce size .85¢
Also available in tablet form 30 tablets 28¢

ACADEMIC HOAX CONTINUED

giving Overman a passing grade might not buy his silence about whatever he knew (an unfair inference, since the subject never was discussed between them). Hewitt, however, has always taken pride in his profession, even though he did not belong to it. He sturdily flunked Overman and went home to Hempstead to help Estelle pack their belongings for the move to Durham. Shortly after the final examinations Overman went to the faculty with his suspicions.

When Professor Scott's long-distance call summoned him, Hewitt returned to Durham alone, admitted everything as usual ("I always do all I can to straighten things out") and, as usual, quietly resigned. But, not as usual, the story this time leaked out. A month after he left Durham, Hewitt found himself and his career in the newspapers, described spectacularly but incompletely since up to now he has never told any one person the whole story.

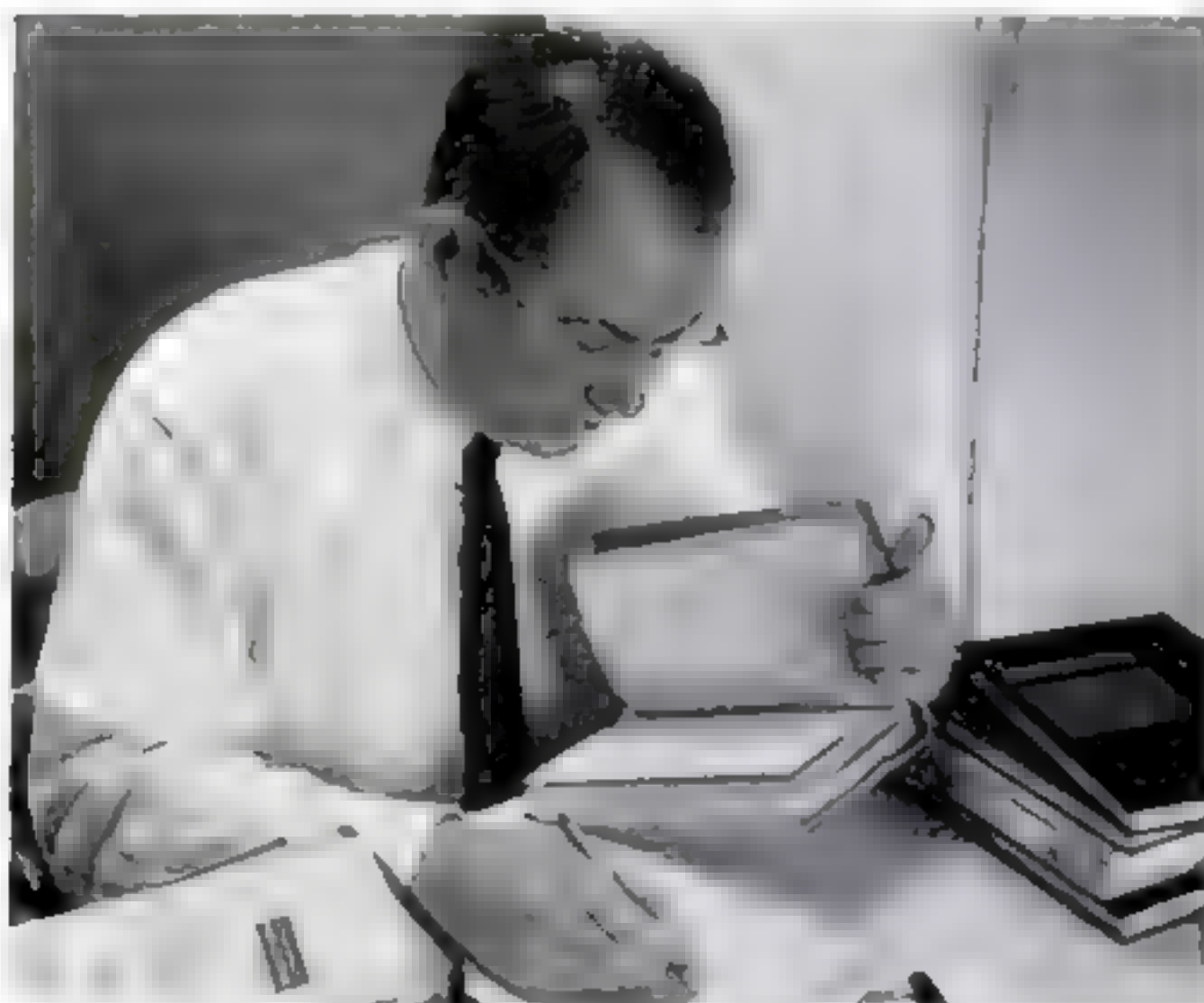
Today in retrospect some of the college authorities he fooled like to feel they were suspicious of Hewitt all along. They say his lectures were not well organized (to be expected in a man who had never even heard a college lecture until he started giving them), that he led a rather secretive life, that they wondered why he always dodged being photographed for college annuals. But they also are astounded to learn that he is not a Ph.D., an academic degree for which Hewitt has the warmest contempt. ("American schools are full of men living on their Ph.D.s. They're not scholars any more—they don't continue with research or study. They just collect their salary.")

Actually, wherever he taught Hewitt was accepted as able at least, and in a number of institutions he was regarded as brilliant. "Just about all I know about the atom bomb, I learned from Ashkin," said one college president, referring to Hewitt. Harlow Shapley has said that while he does not regard Hewitt as a genius, a word that occasionally crops up in Hewitt's own discussions of himself, he does feel that he is "erudite in a narrow field."

Hewitt's astounding performance got some excellent notices. "Don't underestimate him," said a former associate at the Maritime College. The Arkansas faculty agreed that he showed ability and sincerity. "A brilliant self-educated man with an unusual penchant for teaching," said an article in the *New Hampshire Alumnus*. Even Ashkin wrote Utah begging compassion for his impersonator and particularly asked that Hewitt be told it was not Ashkin who had caused his exposure.

What he will do next no one knows, not even Hewitt. He talks of industry, of writing a book, even of going to another country. But he also says wistfully, "If they'd only let me be a professor, I'd never want anything else or lie. You know, I lied only to get those jobs. I was a good teacher. I've never really hurt anyone."

No one has ever claimed he did. Hewitt in fact caused himself more trouble and agony than he caused anyone else, even Julius Ashkin. He was recently asked about how he felt about his final unmasking at New Hampshire. "It was a relief," he said. "I felt glad about it. Once the thing broke in the papers I knew that it was finished for keeps." And then Hewitt smiled his solemn, thoughtful smile at the friend he was talking to. "Or," he asked, "don't you think so?"



KEEPING HIS HAND IN, Hewitt works out a formula at home while he waits for answers to his new job applications signed plain "Marvin Hewitt."

"Bo-Peep" nylon tricot slip

Embroidered on nylon marquisette are Bo Peep and her sheep. Elasticized sides and add-a-year waist! White, pink and blue trim

2-6X, \$2.95
8-14 \$3.95



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THE RATH PACKING CO., WATERLOO, IOWA

Happy Easter eatin' from the Land O' Corn

It's Springtime in Iowa.

And all the folks out there are planning the very newest for the Easter Parade.

But when it comes to the Easter table, they're downright old-fashioned.

For nothing in this push-button world has come along to equal the old-time country goodness of Rath Black Hawk Hams from the Land O' Corn.

All Winter long, pampered porkers

feasted on golden harvests from the Sunny Iowa corn fields. And when they grew as plump as plum pudding, they came to Rath to be mellowed by the sweet smoke of hickory.

You'll find them at your store in the familiar paper wrap or in vacuum-sealed tins. Then, add your own sugar 'n spice—like we have done in the picture.

But no picture can capture its exquisite flavor. Only your fork can do that!

Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN



Rath makes over 1000 meat products—but when you try any one it's one in a million!



Miss Arlene Francis, Editor-in-Chief of NBC-TV's new "Home" show, and popular star of "Talent Patrol," ABC-TV and "What's My Line?" CBS-TV.

In the home of **ARLENE FRANCIS...**

"Wallpaper is Smart!"

says **WILLIAM PAHLMANN, A.I.D.**
famous interior designer



"Big or small, new or old," says Mr. Pahlmann, "your home has *warmth and interest* when wallpaper sets the mood. It gives a lift to bare, impersonal rooms . . . creates a pleasant, comfortable atmosphere. That's why I recommend it so often."

Wallpaper is your "best buy," too—lasts longer, saves money. You get many years of that fresh, just-decorated look. Wallpaper patterns obscure dirt smudges, furniture marks, picture-hook holes . . . provide a good

cover-up for older walls.

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See the many new patterns now at your dealer's. He has a wallpaper for every purpose and pocketbook. And remember—for variety, for economy, for a more pleasant home—you're *smart* to use wallpaper!

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Atlas Wall Paper Mills, Inc. • The Bailey Wall Paper Co. • The Birge Company, Inc. • Chicago Wall Paper Mfg. Co. • J. C. Eisenhart Wall Paper Co. • Enterprise Wall Paper Mfg. Co. • Gilbert Wall Paper Co. • Geo. J. Munken Co., Inc. • Imperial Paper & Color Corp. • Joliet Wall Paper Mills • Lennon Wall Paper Co. • Missouri Valley Wallpaper, Inc. • The Prager Company, Inc. • Ronkankoma Wall Paper Corp. • Schmitz-Herning Co. • Statter Wall Paper Mills • Thomas Strahan Company • Superior Wallpaper, Inc. • United Wallpaper, Inc. • York Wall Paper Co.

THEATER

ABDUCTION of Helen (Kaye Ballard) is accomplished by traveling salesman named Paris (Jonathan Lucas). Her old husband Menelaus is missed mostly because Helen has snatched the family silver.

IT ALL BEGAN WITH AN APPLE



The big fuss over Helen of Troy gets an American setting in bright new musical



Whether in the Garden of Eden or in the hands of a Greek lady-killer named Paris, apples have caused mankind no end of woe. A highly original and enjoyable musical, *The Golden Apple*, by John Latouche and Jerome Moross, lifts the apple episode from classic legend, combines it with a smattering of Homer's *Iliad* and *Odyssey*, pushes the scene up to 1900 A.D. and shifts the locale to the American Northwest. Paris, a salesman, awards the apple to Mrs. Lovey Mars (Venus) at a small-town pastry sale, whereupon she gives him the power to make off with a young housewife named Helen to a honky-tonk seaport. *Golden Apple* is the third offering by New York's excellent new off-Broadway Phoenix Theatre. Because it is a hit, and must make room for a fourth show, the *Apple* will roll into a regular Broadway playhouse for an extended summer run.

← AT FAIR, MR. PARIS AWARDS APPLE AS PASTRY PRIZE TO MRS. MARS (RIGHT)



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CHRYSLER AIRTEMP*
room air conditioner

*Product of Chrysler Corporation

To beat the heat in your home...you should own a Chrysler Airtemp!



NOW! a model for casement windows... first of its kind

If you are among the millions of people living in homes or apartments with casement type windows, you can now enjoy all of the comfort and health benefits of room air conditioning. There's a new Chrysler Airtemp model designed for quick, easy installation inside such windows—without interfering with opening, closing or locking of the window. At your dealer's now! He's in the Yellow Pages!

Comfort Zone



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'GOLDEN APPLE' CONTINUED



HELEN'S RESCUERS, out of loyalty to her husband, embark in a warship with female figurehead. Their trek parallels start of Trojan War in *The Iliad*.



HELEN'S FLING takes place in U.S. seacoast town, suggested by ancient Troy, where she becomes a local celebrity and whoops it up in grand style.

To Make An
**UPSET
STOMACH**
SETTLE DOWN

Take
Alka-Seltzer

BRAND

Reg. U.S. Pat. Off.

and enjoy that

**FEEL
BETTER
FEELING**



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DISPLAY AT
ALL DRUG STORES

Acts with instant alkalinizing action to settle an acid upset stomach and ease that stuffy, too-full feeling. Fast, but gentle too.

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More people use

For more than 50 years
3-IN-ONE has been
America's most
popular household oil.
If it works better
with oil, it will work
best with 3-IN-ONE.



"3-IN-ONE" OIL

CONTINUED ON PAGE 155



Dr. West's family of toothbrushes

- | | |
|---|---|
| <p>A. Regular—3-row, shaped to clean inside, outside, in between . . . 60¢</p> <p>B. Child's—For children 3 to 7 years. Precision made . . . 30¢</p> <p>C. Youth's—For the smaller dental arch . . . 40¢</p> <p>D. 2-Row Oro—The dentist-type, 1-inch, flat top brush . . . 60¢</p> | <p>E. 2-Row Professional—Smaller edition of Dr. West's Regular . . . 60¢</p> <p>F. Flexite—New! Flexible bristles and ribbed handle, super-efficient . . . 60¢</p> <p>G. Nylon—The quality, budget-priced Dr. West's . . . 30¢</p> <p>H. Dental Plate—For full and partial plates . . . 60¢</p> |
|---|---|

Dr. West tells you HOW TO SELECT A TOOTHBRUSH

1. Ask your dentist for help—He will gladly prescribe and probably will advise you to get a small-headed brush. He will also specify texture: hard, medium or soft.

2. —Or look for a brand you know—Brushes are precision made, each bristle tuft is stapled-in and carefully trimmed. A name like Dr. West's is important.

3. Get one in a sanitary package—No package is so hygienically safe as a sealed glass tube. A toothbrush is a dental instrument—it should be packaged in glass.

4. Examine brush before you buy—See that there are no out of line bristles, that brushhead and handle are sturdy. Get different color handles for each family member.

Four features only

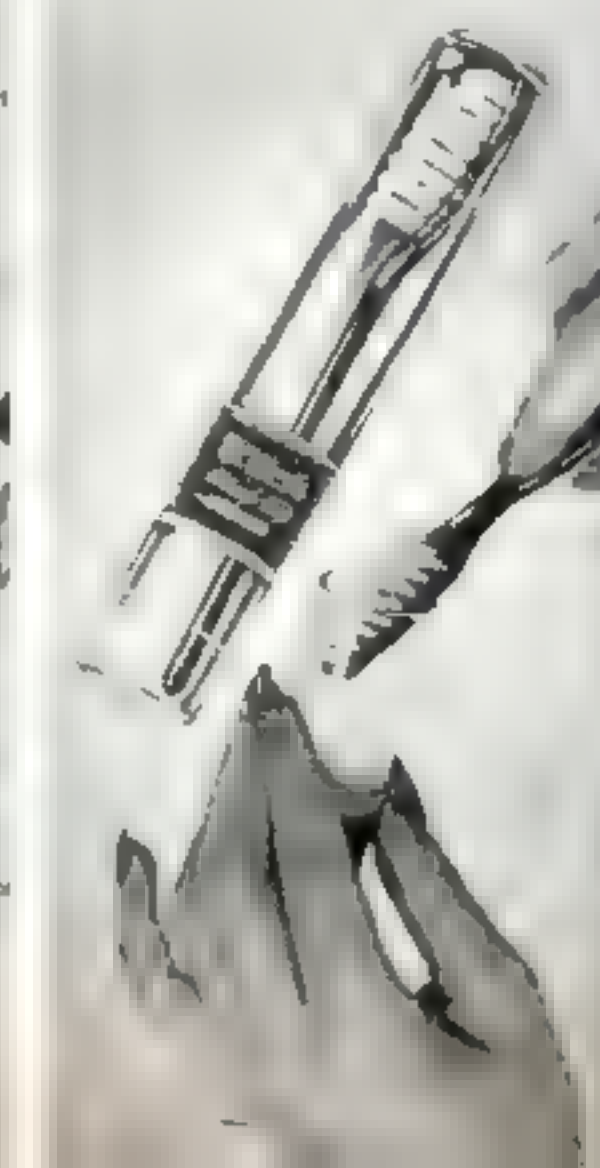
Dr. West's can offer you

Only Dr. West's offers toothbrushes in all leading shapes, all sizes, all textures. Whether you're a "scrubber" or a "roller" in the way you brush, Dr. West's has the right brush for you.

Only Dr. West's offers water-proofed "Exton" brand bristles—anti-soggy, quick drying, strong, even in soft textures.

Only Dr. West's offers surgical-type packaging; each brush is hermetically sealed in glass.

Only Dr. West's, "The Master Brushmaker," has the precision machinery and skill required to make every brush micrometrically perfect.



AFTER SHAVING

Dim's Shine Feels Fine Doesn't Show

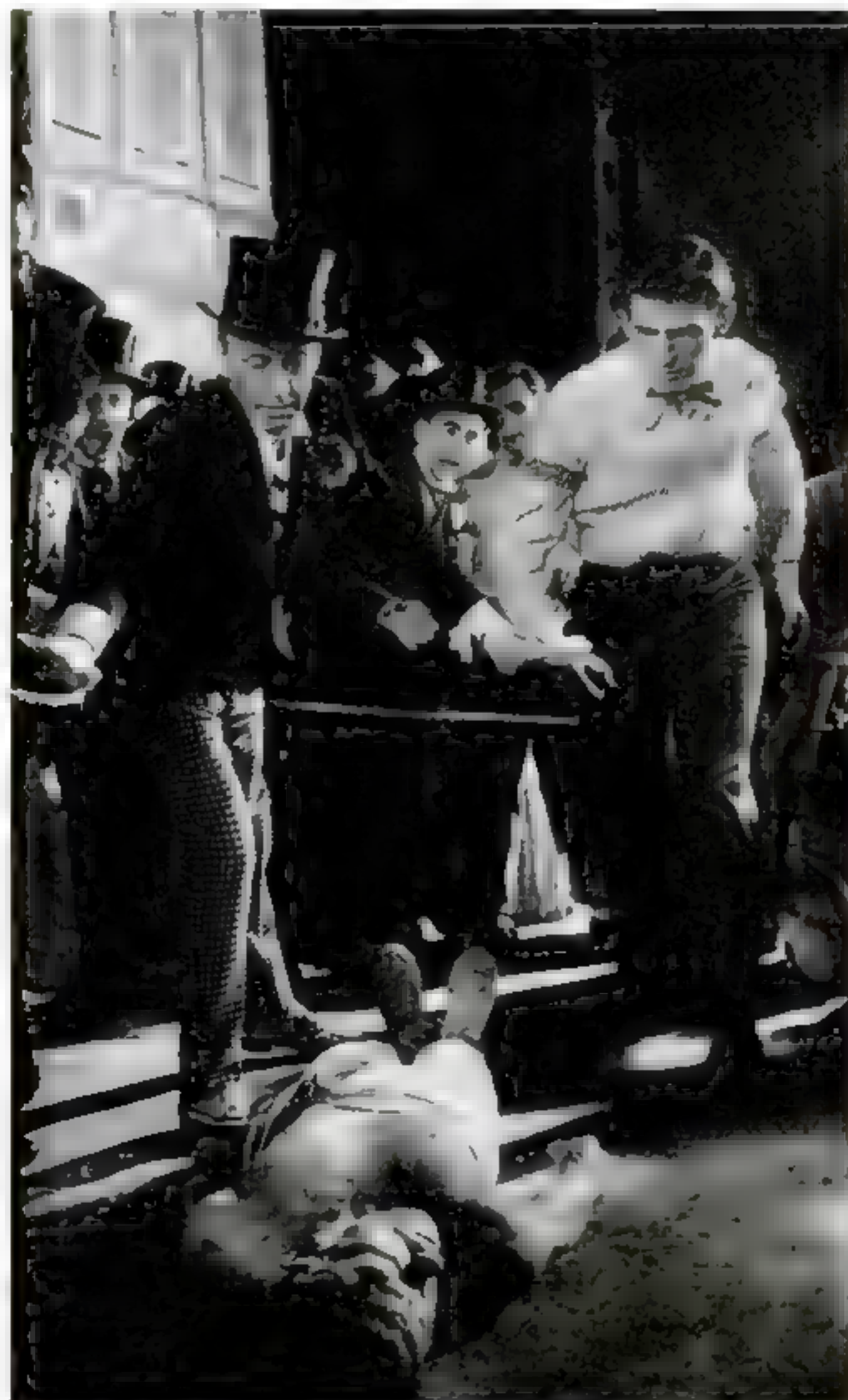


Finishing touch for every shave! Neutral tint — won't show on your face. Helps cover nicks, blemishes. Finest Italian Talc — hammered for ultra fine texture! Crisp scent!

P. S. Also try new white Mennen Bath Talc for Men!

MENNEN AFTER-SHAVE TALC FOR MEN

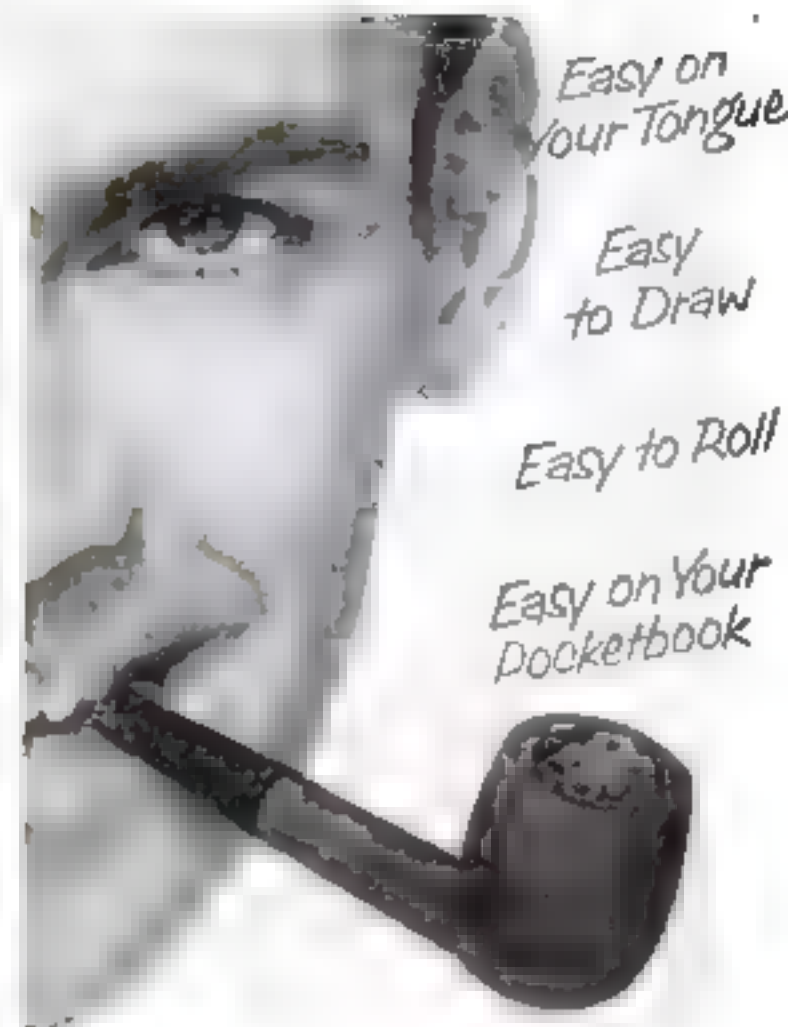
"Also available in Canada"



PARIS IS KAYOED by Menelaus' friend Ulysses (Stephen Douglass). After the bout Hector, the mayor (Jack Whiting), takes victors on a spree.



SIREN, one of group in a dockside cafe, enchants Ulysses' crew with hula. One by one, men succumb to temptations and only a few go on with leader.



Easy on Your Tongue

Easy to Draw

Easy to Roll

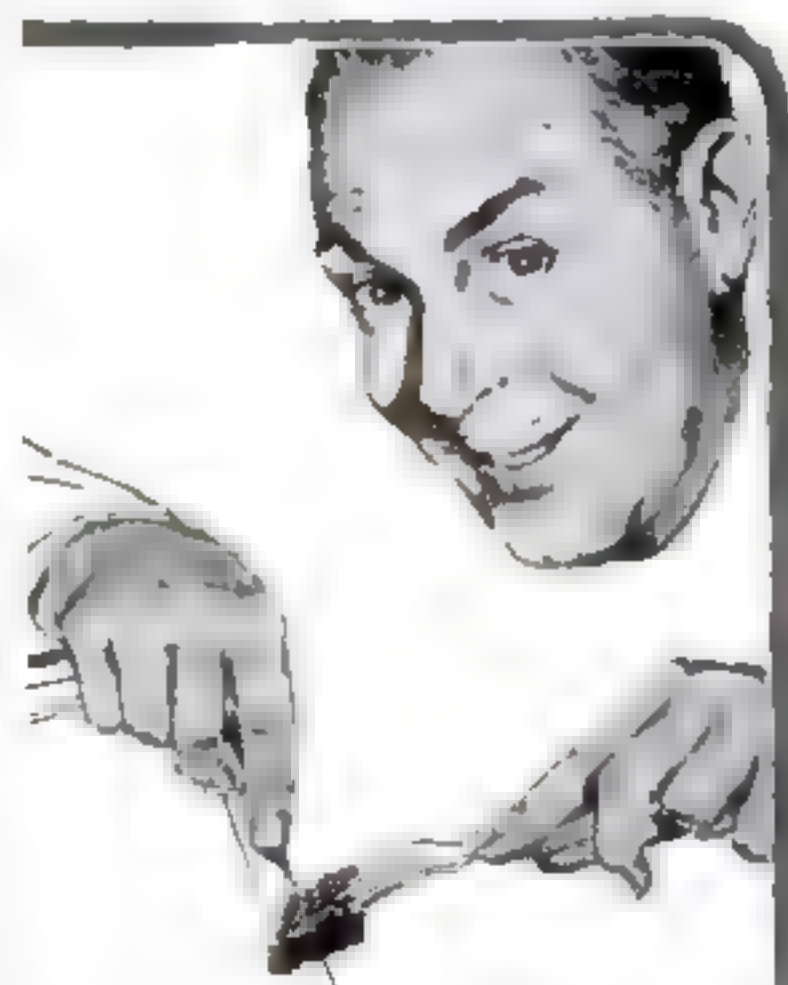
Easy on Your Pocketbook

Prince Albert

MORE MEN SMOKE
P. A.
THAN ANY OTHER
SMOKING TOBACCO



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GREAT STEAK
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LEA & PERRINS
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CONTINUED ON PAGE 168

smart egg...

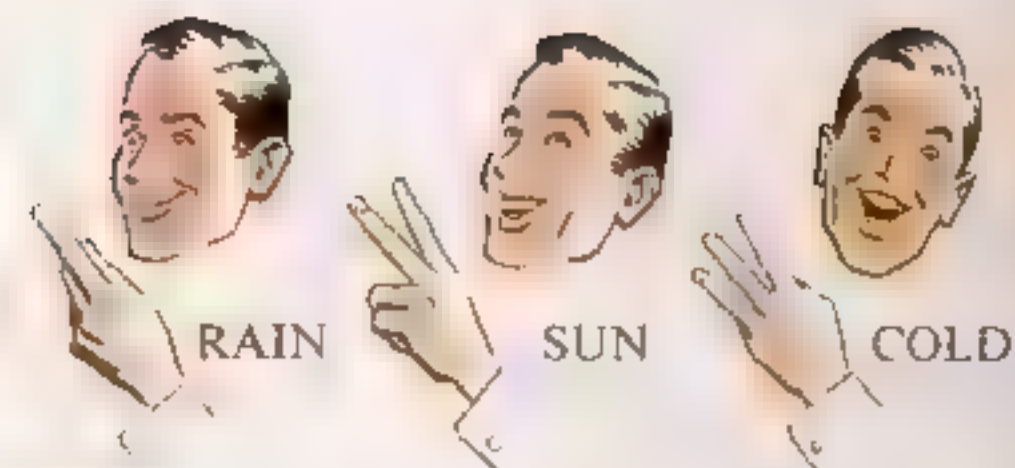


Three-flavored fun from Mars' sunlit
kitchens—the best liked chocolate-covered
candy bar in all the world...

Milky Way

- 1 Rich milk chocolate
- 2 Golden caramel
- 3 Creamy chocolate malted milk nougat

AN Alligator COAT MAKES SENSE



\$8.50 to \$49.75

**And Now Something New
has been added to the famous
"coat you'll live in"**

What will your new coat do for you?

If it's an Alligator, the flair and drape of its generous yardage, and the obvious tailored elegance will give you that "million dollar" feeling. You'll be wearing America's most wanted coat... and you'll know it.

Besides the classic all-time favorite gabardines, there's a choice of new patterns and colors in a wide variety of fabrics... including Dacron* and Orlon® blends.

All have the unmistakable mark of Alligator smartness. All have Alligator usefulness... rain, sun, or cold. And all are outstanding values.

Man! An Alligator coat does make sense. Coats with Zip-Lined Warmers available in many models.

DACRON GABARDINE! Exciting new Alligator gabardine, finely woven of 50% DACRON, 50% WOOL WORSTED. Amazing wrinkle resistance and super water repellency... \$40.75

Also Rayon and Dacron blend gabardine, plain or gabardine twist... \$29.75



ABOVE left. America's most wanted gabardine GOLD LABEL all wool worsted! An outstanding value at \$40.75. **CENTER,** Alligator WEATHER-STYLE all wool worsted in smart patterns and colors... \$37.75. **RIGHT,** ALLIGATOR WEATHERSTYLE Shetland, an exciting outercoat value at just \$33.75. All are water repellent processed.

LEFT. Why look bedraggled in the rain when you look so smart in a lighter weight Alligator—wet or dry. Model shown, single breasted TRAVEL WEIGHT... \$19.75, trench model \$20.75. Many other Alligators, water repellent or waterproof... from \$8.50.

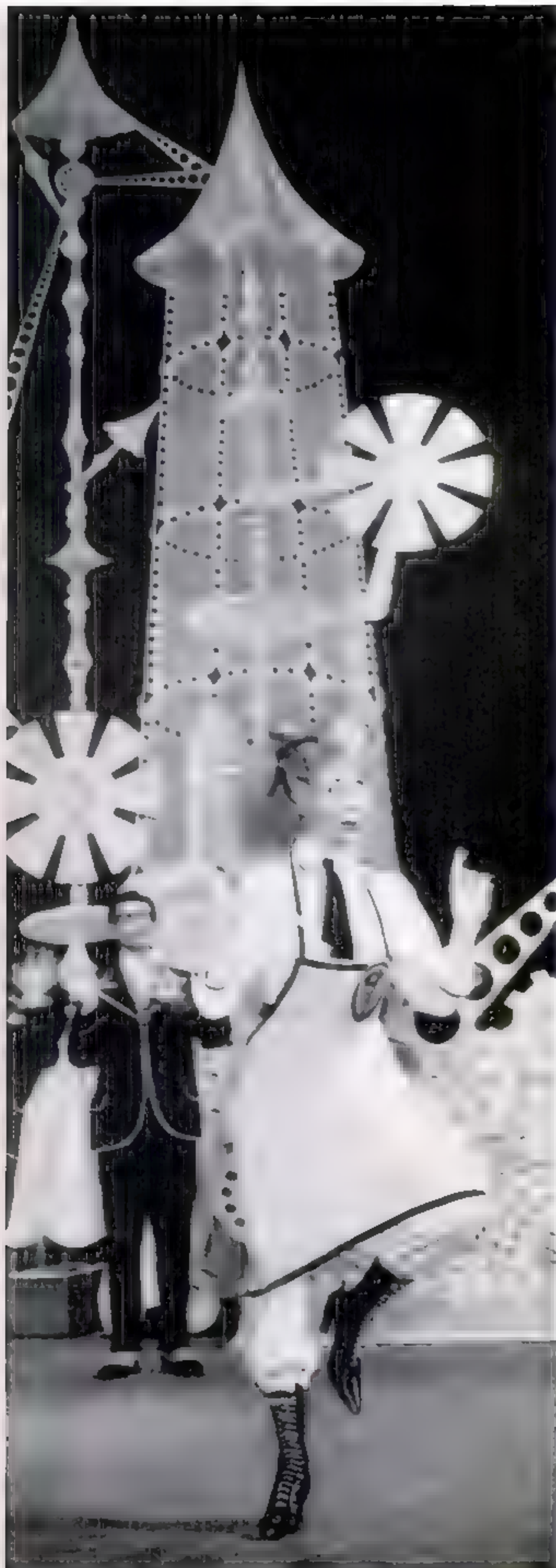
Alligator

ALL-WEATHER COATS
At Better Stores Everywhere

THE ALLIGATOR COMPANY • ST. LOUIS • NEW YORK • LOS ANGELES

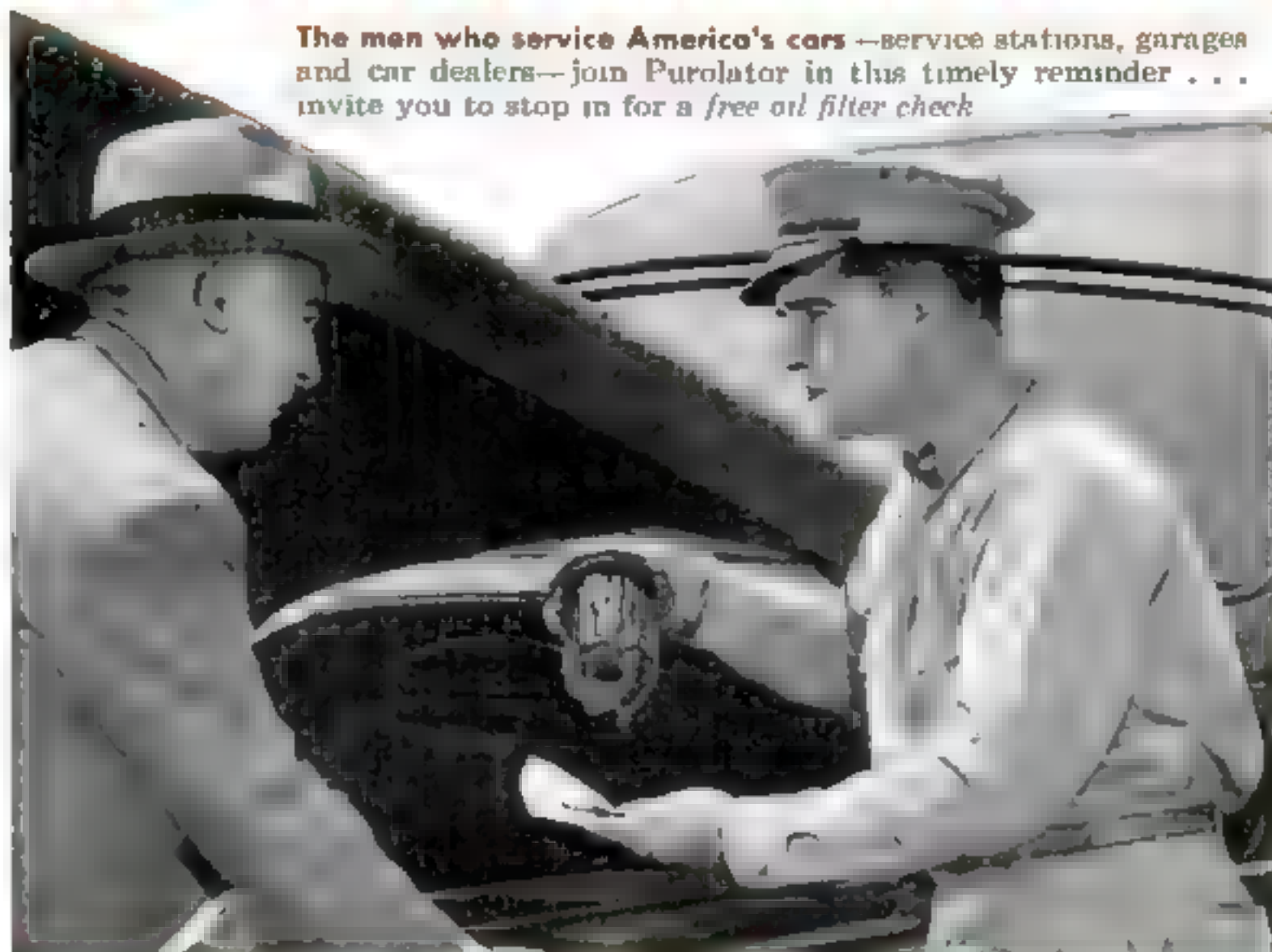
* 100% polyester fiber FDuPont acrylic fiber





GODDESS OF SCIENCE beguiles one of the last members of Ulysses' crew with her gimmicky space rocket and leads him to destruction. Ulysses completes his long odyssey, comes back to home town to find his wife Penelope still faithful and Helen settled to domestic felicity with husband Menelaus.

Purolator announces NATION-WIDE OIL FILTER CHECK TIME!



The men who service America's cars—service stations, garages and car dealers—join Purolator in this timely reminder . . . invite you to stop in for a free oil filter check

It's Spring! Time to change your oil...time to change your oil filter ...time to protect your car against costly engine repairs

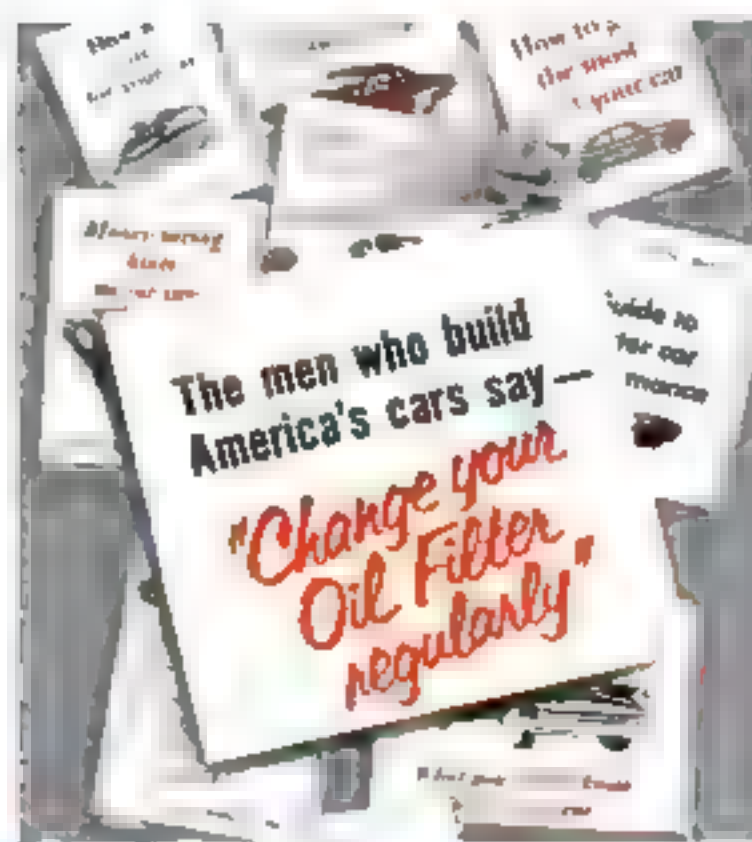
THE MEN who build and service America's cars know that a good oil filter prevents needless engine wear. That's why they recommend regular filter changes.

Chances are your car's oil filter is choked up with hard carbon, road dust and sludge it has trapped out of the oil stream during months of hard winter driving. You need a new Purolator® Refill Cartridge, right away!

Purolator has up to 10 times more

capacity than ordinary filters . . . stops abrasives you can't even see. More car manufacturers specify Purolator Micronic® Oil Filters than any other make.

Drive in for a free oil filter check today. If you need a refill—be sure to ask your friendly service man to install a Purolator Cartridge. Costs as little as \$1.60. Takes just a few minutes. There's a Purolator engineered for every make of car.



OWNER'S MANUALS published by 17 out of 18 leading car makers recommend oil filter changes at least every 5,000 miles, on the average. See the manual that came with your car!

IT PAYS TO CHECK YOUR OIL FILTER EVERY TIME YOU CHANGE YOUR OIL

PurOlator
World's finest OIL FILTER

*Trade mark of Purolator Products, Inc. Rahway, N.J. Toronto, Canada. Reg. U.S. Pat. Off.





"OOH," GASPS MINNA (WITH BROTHER-IN-LAW) AS SHE SEES ALL THE GUESTS GATHERED



"WHERE DID YOU ALL COME FROM?" ASKS MINNA, CLASPING

Life Goes to Minna Wetzlar's Surprise Party



A SIXTIETH BIRTHDAY IS WEEPY BUT HAPPY

Minna Wetzlar, a widow, lives with her mother in Ashbury Park, N.J., works for an electronic equipment company and is not used to having things done for her. When, just before her 60th birthday, her sister Helen asked her over to Trenton for the weekend, Minna did not expect anything more than some visiting and a quiet lunch at the Stacy-Trent Hotel.

Since even this was an occasion for Minna, she was all dressed up in her Sunday best with a paper carnation in her buttonhole when she presented herself at the hotel. But when she stepped inside the private dining room, a chorus of *Happy Birthday to You* greeted her, and Minna, seeing all her oldest friends and relatives singing away, burst into tears (above, right). Before she had half recovered, her carnation was changed for an orchid corsage and she was kissed by everybody, toasted, showered with gifts. The party was the first she had ever been to that was given just for her.

JOYFUL SCENE takes place after surprise as Minna, circled by family, is embraced by old friend.



HANDS IN AMAZEMENT



SUDDENLY BURSTING INTO TEARS, MINNA COVERS HER FACE WITH HER HANDS AS HER MOTHER REACHES OUT TO COMFORT HER

GREETING NIECE AUDREY GLASSMAN, WHO CAME FROM WASHINGTON, D.C. FOR PARTY, MINNA SAYS TEARFULLY, "WHY AUDIE, YOU CAME TOO!"





Qwip

Qwip whips at your fingertip!

Qwip is made from farm-fresh cream!

No matter how long you take to use up the can, Qwip stays sweet till the can is empty!

made from real cream
NEVER, NEVER SOURS!

AYOSET COMPANY
SAN FRANCISCO, CALIF.

Surprise Party CONTINUED



CHEERFUL TOAST is enjoyed by Minna who smiles winsomely as she looks on as the guests begin drinking champagne.



TEARFUL HOSTESS, Minna's sister Helen Lavine, who planned surprise party with the assistance of sister Jean, wipes away her tears with napkin.



MOTHERLY KISS from Mrs. Bertha Menalbohm (right), who also received orchid and gifts in honor of the occasion, is offered Minna during the dinner.

Beautiful...

and the final touch in truly fine appointments



Lorraine
The World's Finest Driving Light

LORRAINE... symbol of motoring distinction... is suavely styled in dazzling, durable chrome to typify good taste in a quality accessory. Convenient 360° rotary switch and exclusive 360° continuous pin-point beam control for light where you need it, when you need it. Install a beautiful LORRAINE on your car, today! 6" light, \$19.50.

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Driving Light

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Manufacturers of Electrical Fittings — The Standard for Better Wiring for Over 50 Years

At Better Dealers, Accessory Stores and Service Stations, Everywhere

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DEALERS: Sell the World's Finest Driving Light. Write, Today!

Inside-Outside Adjustable Side-View Mirror

Adjusts from inside or outside of car. Fits either deluxe LORRAINE or thrifty APPLETON lights. Heavy chrome finish. \$2.95

APPLETON
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DON'T GET

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WEPT AWAY!

Don't get swept away by pretty looks—
especially when buying cottons!

Shrinkage can cause the best-looking cotton
to lose its charm! In fact, a size 16 cotton
dress can shrink to a size 12 or even smaller!

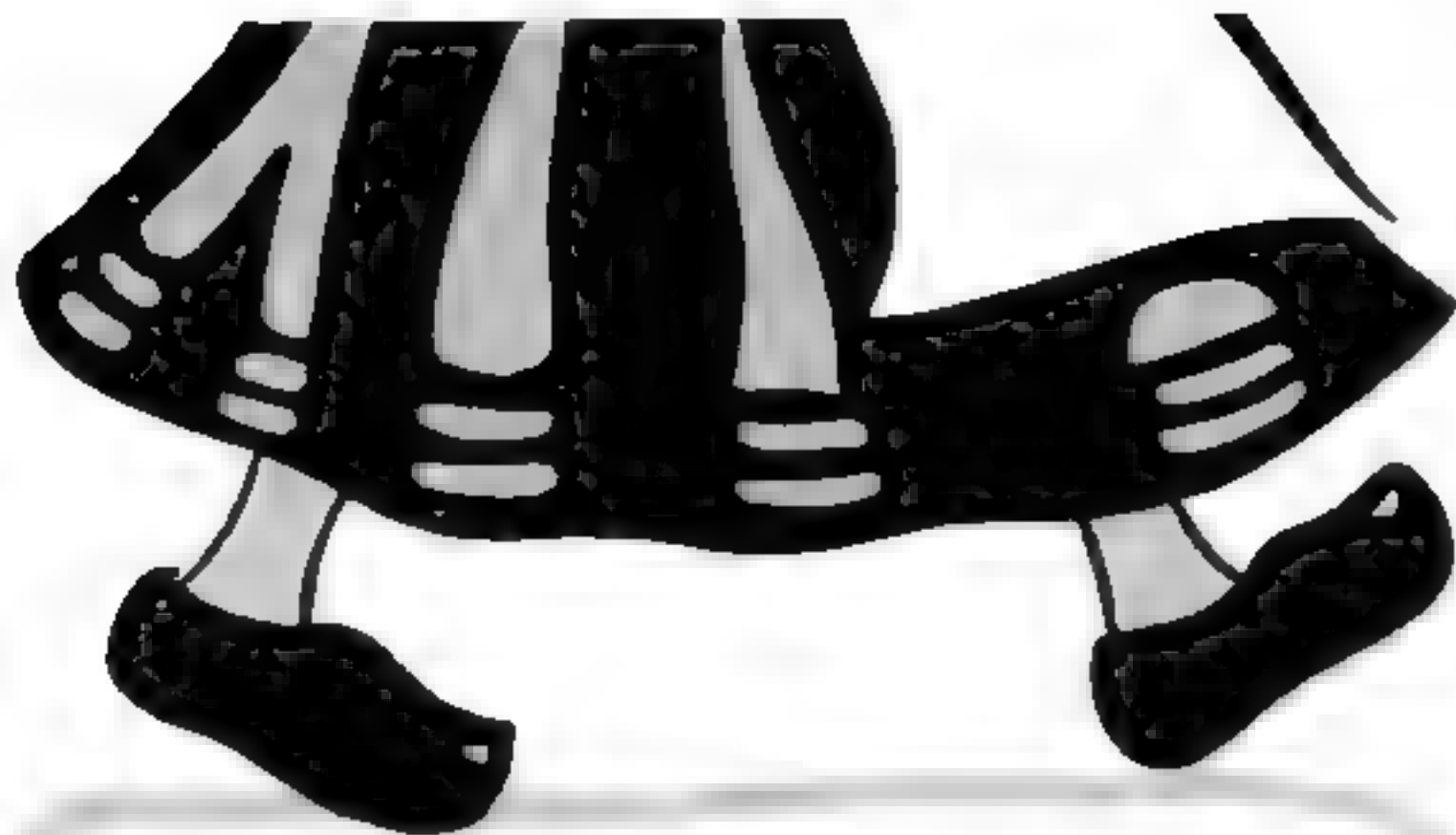
So don't take anything for granted. Make
sure you see the "Sanforized" label with your
own two eyes—*before* you buy.

A "Sanforized" cotton can never,
never shrink out of fit...out of style.

•SANFORIZED•

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Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized,"
adopted in 1930, only on fabrics which meet this company's rigid
shrinkage requirements. Fabrics bearing the trade-mark "Sanforized"
will not shrink more than 1% by the Government's standard test.

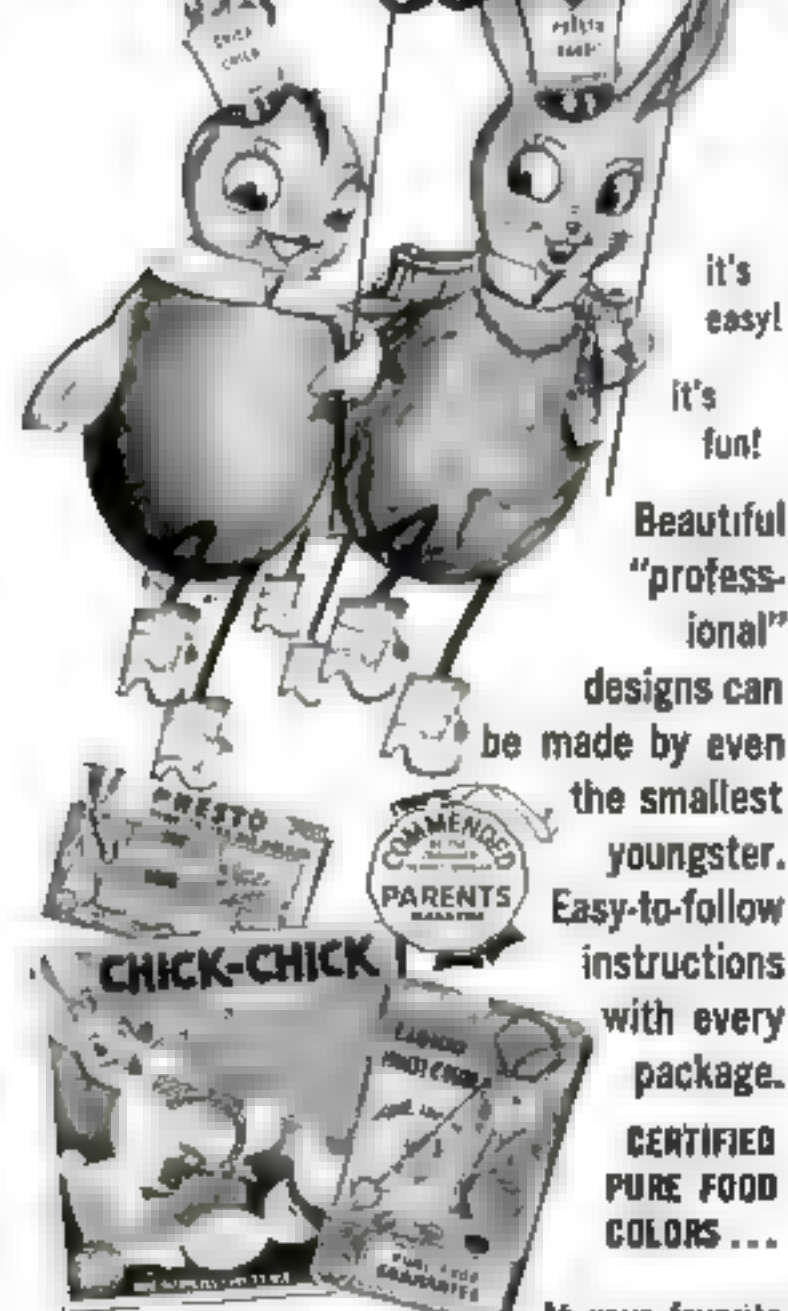


What new cleanser
actually **DISINFECTS**
as it **CLEANS**?
and banishes odors too?

THE NEW OLD DUTCH with "Sunshine Suds."
When it turns golden, you can see it go to
work. It cuts grease faster—kills common
household germs—and banishes all odors.

Parade your Easter Eggs
in color magic with

CHICK-CHICK and **PRESTO**
easter egg colors



it's
easy!
it's
fun!

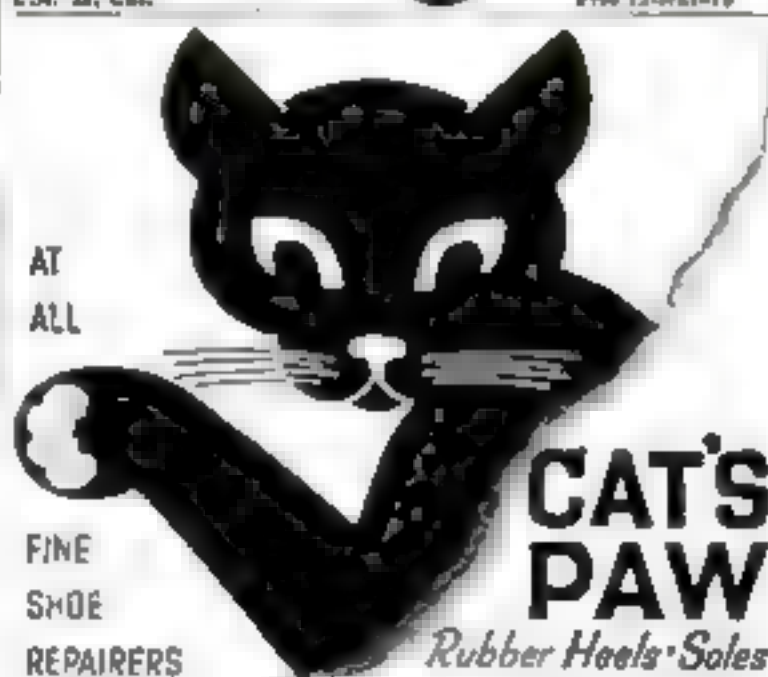
Beautiful
"profession-
al"
designs can
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Easy-to-follow
instructions
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70 Miles Per Gal. Gas.
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**SUPER-FAST
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Super-Soft Dr. Scholl's Zino-
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BEFORE they can develop...
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Get a box today! Sold everywhere.



Dr. Scholl's Zino-pads

Surprise Party CONTINUED



DECKED WITH ORCHIDS, Mrs. Weizlar, 45, is the guest of honor at her birthday party. She is blowing out the two birthday candles and eating the first slice of the cake.



"AIN'T IT SOMETHING, THOUGH?" chirrups Mrs. Weizlar, peeking playfully from behind the table of Spanish mantilla she received as birthday gift.



WHO GETS THE LION'S SHARE ?

In 1953 the Union Oil Company of California did a \$325,103,000 business. That's big money. Who gets the lion's share of it?

The employees?

In wages and other benefits, 9,263 Union Oil employees earned \$55,564,000. The average per employee: \$5,998.

The tax collector?

He did all right, too. Federal, State and other taxes took \$21,821,000. (This does not include \$55,239,000 additional in fuel taxes which we collected for the government.)

The stockholders?

No, the stockholders did *not* get the lion's share. They were paid \$11,690,000 for the use of their money, plus a dividend of one share of common stock for each ten shares of common held.

This was divided among more than 40,000 people.

Well, who did get the lion's share?

After we replenished working capital by \$20,088,000 (over and above the \$55,564,000 paid employees, the \$21,821,000 that went to the tax collector and the \$11,690,000 to stockholders), the lion's share—or \$215,940,000—was divided

among more than ten thousand companies and individuals we do business with.

Some went for services. Some for materials. Some for wages.

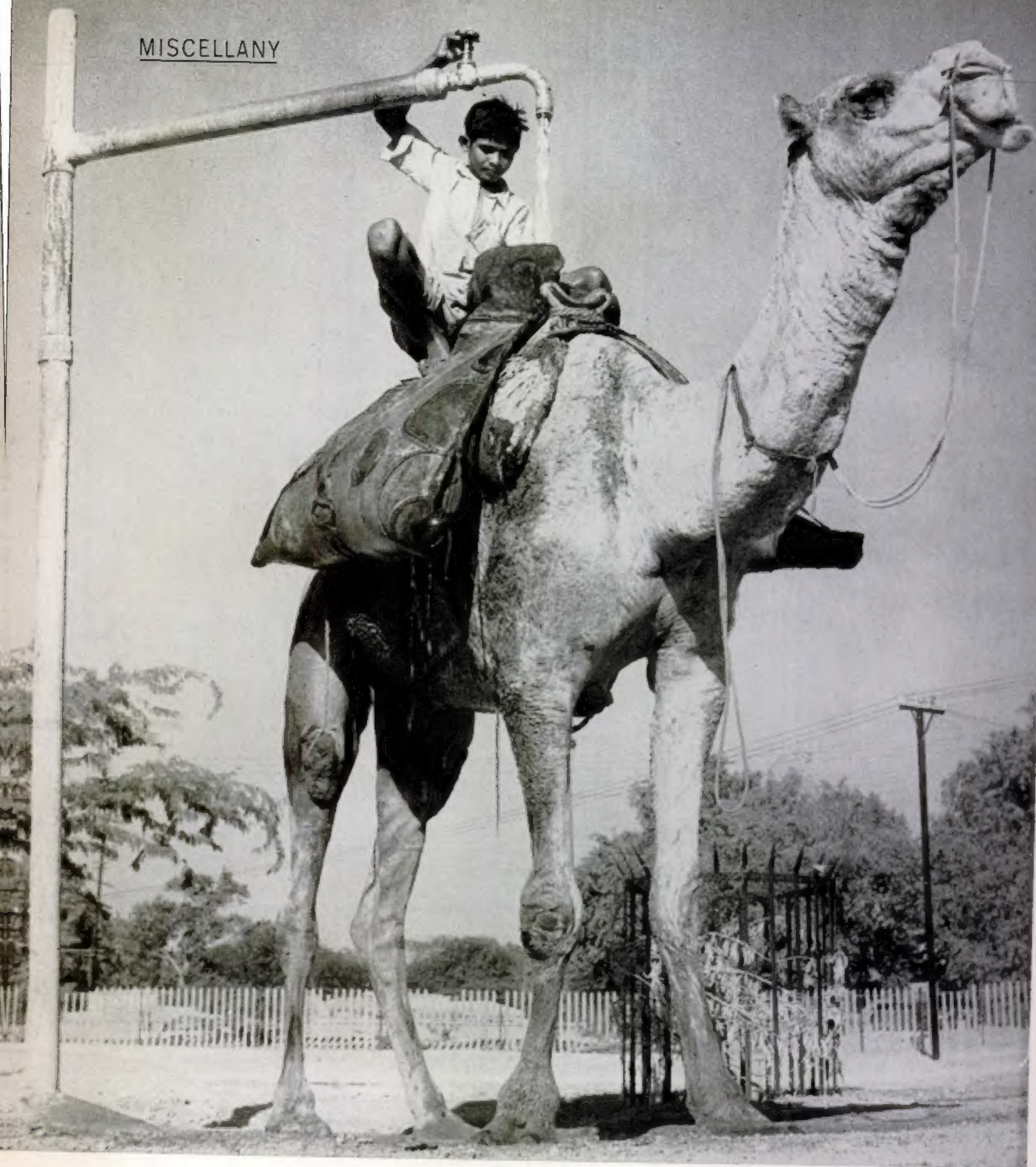
But all of the lion's share of our 1953 gross income was reinvested in the American economy.

Maybe it helped make *your* job a better one.

UNION OIL  COMPANY
OF CALIFORNIA



Buy American and protect your standard of living.



A PROGRESSIVE OASIS

In the great Indian Desert water costs 2½¢ the leather bagful. Seeking profit in this, Bikaner, an up-and-coming oasis lying north of Jodhpur, the spiritual seat of a kind of riding breeches, offers a modern water-dispensing service to travelers who come that

way. While other oases force camels to kneel down to take water into their leather sacks, forward-looking Bikaner pipes it in at camel-back level and employs a boy to handle the job while the camel driver goes off to stretch his legs and munch a betel nut.



... may I suggest you enjoy
the finest whiskey
that money can buy

I.W. HARPER

The Gold Medal Whiskey since 1872



*it's always a pleasure
to drink... to serve...*



THE *Prized* BOTTLED IN BOND
KENTUCKY STRAIGHT *Bourbon*

BOTTLED IN BOND UNDER SUPERVISION U. S. GOVERNMENT • 100 PROOF • I. W. HARPER DISTILLING CO., LOUISVILLE, KENTUCKY

IT'S ALL A MATTER OF TASTE



Noted Designer
LILLY DACHÉ
recalls

A TEXAN AND HIS TASTE

Years ago, a man from Texas walked into my salon with his wife. They were on a shopping spree in New York, and money was no object.

I thought one creation looked especially chic on Mme. Texas, but her husband shook his head.

"Lady," he said, "do you like that bonnet?" I told him I thought it was stunning.

"Ma'am," he said with a smile, "in that case, all I can say is my taste must be all in my mouth."

Since then, I've told that story many times. I realize, of course, that the gentleman had a perfect right to his opinion. Also, there's more to what he said than just wit.

Take foods. Or beverages. Or candy. You like them or don't, depending on whether you like their taste. It's all a matter of taste. Cigarettes are another example. I smoke Luckies. I think they taste better.

Just as many women, bless them, seem to feel that my name stands for good taste in designs, I feel that Luckies mean better taste in cigarettes.

Lucky Strike and its taste

The selection of a hat or a brand of cigarettes is entirely a matter of taste. In fact, we're sure that the reason why so many millions of smokers prefer Luckies is simply this: they taste better.

They taste better because they're made of fine tobacco. (L.S./M.F.T.—Lucky Strike means fine tobacco.) And because they're made better—always round and firm, always packed perfectly for perfect smoking.

Why not see why millions prefer Luckies? Get yourself a pack today. Be Happy—Go Lucky. And remember, Luckies are made by The American Tobacco Company, America's leading manufacturer of cigarettes.

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LUCKIES TASTE BETTER

**CLEANER,
FRESHER,
SMOOTHER!**